

SOUTH KOREAN BUSINESS CULTURE

What you need to know before doing business in
the Republic of Korea



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I dedicate this book to my dear father,

Dr. Mikhail Bondarenko,

The former Trade Representative of the Russian Federation
in the Republic of Korea and the President of the Northeast
Asian Business League.

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By Nikita Bondarenko

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Preface:

The Republic of Korea is a country in the Far Eastern region of Asia. Although it occupies the 109th largest area in the world, the country is the center of economic, cultural and creative activity in Asia. Korea was colonized by Japan at the beginning of the 20th century, and later it had to survive the Korean War (1950 – 1953), but it achieved amazing economic growth in a short period known as the "Miracle on the Hangan River".

Nowadays, the Republic of Korea is an industrial country that has firmly established its high positions in the international arena. Its semiconductors, automobiles, shipbuilding, steel production and the IT industry occupy leading positions in global markets. Recently, Korean television series, films and music have become more and more fans in Asian countries, creating a phenomenon called the "Korean Wave". Korea's new position in the international community was strengthened even more after this country, the first of all Asian countries, chaired the G20 Summit, and then hosted the G20 Summit in Seoul.

South Korean companies and technologies have conquered the world, in a relatively small period of time. Samsung, Hyundai and LG are industry leaders, as well global brands. With just a fraction of Japan's land area, less than half its

population, and no natural resources—how have Korean companies managed to conquer the world in such a short period of time?

What is the "secret sauce" of Korean business practices and companies that make them so successful? To find out, readers need more than just statistics and company profiles. Learning the basics of Korean culture, about Korean social etiquette and Korean business culture, will enable you to understand for the first time how Koreans think and why they work so effectively to achieve their goals. This understanding will enhance your own effectiveness in doing business with Koreans, or in competing with them—whether in Korea or elsewhere. The “South Korean Business Culture” is a must-read for business professionals who wish to know the secrets underlying the commercial practices and business success of modern-day Koreans.



Author,
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Introduction:

The Origin of South Korea

According to scientists, the first people appeared on the territory of modern Korea more than 70 thousand years ago. During the Palaeolithic period, the country was populated relatively densely, as evidenced by a large number of stone tools found.

The starting point of the existence of Korea as a country can be called 2333 BC. This period is called Gojoseon. According to ancient writings, there were three states in total:

- Goguryeo
- Silla
- Baekje

It was in Goguryeo where Buddhism first appeared, it began to develop actively from the third century BC. Also, written sources indicate that around then the martial art on which modern Chalkido is based arose.

The era of the early states

The Early states lasted for about 300 years. They were located on the Korean Peninsula and in Manchuria. In the VII century BC, a single state was formed on the territory

of the Korean Peninsula and the southern part of modern Manchuria, which is now called Ancient Joseon. The era of the Joseon dynasty lasted 500 years. In the II century, the country was conquered by the troops of the Celestial Empire, which was ruled by the Yan Dynasty. In the X century, a new state was formed on the Korean peninsula - the Goryeo Empire, which lasted until the middle of the XIII century.

During this period of history, several important discoveries were made, and fundamental scientific works appeared. According to scientists, it was during the Joseon dynasty that the legendary tea ceremony arose.

In 1392, Lee Song came to power in the country and became the emperor of the Korean state, which was again called Joseon. In the first decade of the 20th century, Korea was conquered by Japan, whose domination lasted until the end of World War II.

The later Korean states of Taebong, Silla and Hupakche existed during the period of Turmoil, as a result, the Goryeo state appeared. It completed its development in the 14th century when the Joseon dynasty took over.

In the XIII century, for more than a decade, the territory of Korea was under the rule of the Mongol Empire, which in general had a very negative impact on the development of the country. Then the era of the Joseon dynasty began, the

capital was moved to Seoul, and the construction of palaces started. Diplomatic ties with China were being established. Confucianism became the main religion, and the Korean Hangul alphabet was created, instead of writing, which was based on the Chinese alphabet.

From 1592 to 1598, the country was raided by the Japanese, and, in the end, it surrendered. In the seventh century, Silla was conquered by Balhae and Baekje, 300 years later it was replaced by Goryeo. At the same time, the state of Balhae in the North of the country began to develop. In the nineteenth century, the war between neighbouring China and Japan caused severe damage to the territory of Korea, as it mainly took place within its borders. In 1876, an armistice agreement was signed, which guaranteed the independence of the country.

In 1945, during the Potsdam Conference, the heads of the USSR, Great Britain and the USA, Stalin, Churchill and Truman decided to divide the Korean peninsula into two parts. The North came under the temporary control of the Soviet Union, and the South was under the control of the United States. Three years later, the division received legal formalisation and the Democratic People's Republic of Korea, in the North, and the Republic of Korea, in the South, appeared on the world map. In 1950, an armed conflict broke out between them, which stopped after three years, but divided the once unified Korean people.

Nevertheless, despite this, modern South Korea is called the "economic tiger", as over the past 60 years, it has transformed from a poor and hungry country with no large mineral reserves into a country with one of the strongest economies. The South Korean LG Group, which produces electronics, chemical products and telecommunications equipment, Samsung Electronics is a leader in electronics, Hyundai Heavy Industries is a giant in shipbuilding and heavy equipment manufacturing, are well known all over the world.

More than 90% of the local population are indigenous residents of the region, and they are Koreans. Their traditional religion is Buddhism, which was strongly influenced by Confucianism, during the Ancient Joseon period, and shamanism. In the XVIII century, Christianity came to the country, and now more Catholics and Protestants are professing their religion than Buddhists. There are almost 30% of Christians in South Korea and 22% Buddhist.

Since 1948, the country has been participating in the Summer Olympic Games, and since 1952, in the winter. South Korean athletes are strong in archery and short-track speed skating. South Korea has twice won the right to host the Olympic Games. In 1988, the capital, Seoul, hosted the Summer Olympics, as well as in 2018, South Korea hosted the Winter Olympics in Pyeongchang.

Sightseeing can be started in the capital of the country, which used to be called Hanyang, and since 1945 has been called Seoul. The city has had a great experience as the capital, since the time of the Joseon Empire, since the XIV century.

On the west coast of the country, there is another ancient city, the largest port of Incheon, known well in world history as the neutral port of Chemulpo. There in 1904, on the outer raid, the Russian cruiser "Varyag" and the gunboat "Koreets" under the overall command of Captain Vsevolod Rudnev fought with a Japanese squadron of 14 ships.

The Republic began to develop rapidly, despite the economic crisis, which is called the "Miracle of the Hangang River". At the moment, South Korea is a developed country with great potential. A truce has been established with North Korea, which is periodically violated, but in general, there is no "cold war" between the countries.

Introduction:

The Rise of South Korea

South Korea has managed to overcome the impossible. In half a century it turned from a third-world country into one of the most advanced global economies. However, competitors from China are stepping on their throats, not letting the country relax.

South Korea is a unique country. Only a few countries have managed to transform their economy from the poorest to the most modern in two generations. Most never reach the trajectory of sustainable growth, some get stuck in the middle-income trap, and others even lose their positions.

In the middle of the XX century, South Korea was a poor agrarian country. When General Park Jung-hee, president from 1963-1979, came to power in 1961, GDP per capita was \$1,247 per year, in 1990 dollars. When the Philippines had - \$1,512 and many African countries, such as Mozambique and Somalia, had around \$1,337 to \$1,311.

Park Jung-hee had to solve a simple question: how to achieve economic growth in conditions of scarcity of natural resources, poverty and low education of the population? The only possible solution is to rely on cheap labour and rely on the export of light industry products: clothing, fabrics, and small household items, such as toys.

These are industries where unskilled labour could be used. The export orientation was explained by the poverty of the population and the insignificance of the domestic market. The share of exports in GDP increased from 3% in 1963 to 33% in 1980. The lack of workers' qualifications was partially compensated by the traditionally high labour culture in Confucian Asia.

In the 1960s and 1970s, cheap and disciplined workers were almost the only competitive advantage of Korea. However, they were not particularly treated with a ceremony. The "dictatorship of development" suppressed their attempts to improve the situation, a special decree of the Government in 1971 equated participation in strikes to a state crime.

However, the government nurtured private industrial conglomerates, chaebols, such as: Samsung, Daewoo, Hyundai, Kia, Doosan and others (Chaebols, meaning large family-owned business conglomerates). In this, Korea was guided by the successful example of modernization of Japan, it started after the Meiji Revolution in 1867, because the structure of chaebols were largely imitated by Japanese industrial conglomerates - zaibatsu. Interestingly, the same Chinese character is used to denote the Korean concept of "chaebol" and its Japanese counterpart "zaibatsu".

The Chaebols were provided with preferential bank loans, state guarantees on foreign loans and cheap labour, but the requirements were also high: access to foreign markets

was considered the criterion of success. A special export subsidy was also given, the amount of which varied depending on the circumstances. The state encouraged the competition of chaebols in foreign markets in every possible way and managed to export products for dollars.

Other incentives for chaebols, subsidies and tax deductions were based on the same principles. Successful exporters were allowed to import products to Korea on preferential terms. The state encouraged competition not only in priority foreign markets, but also stimulated the struggle of chaebols for the domestic market, leaving it open for imports. Modernization is impossible without competition.

It is also impossible in isolation, like the neighbours in North Korea with the ideology of Juche. In 1965, Korea signed a trade agreement with Japan, which helped attract capital and technology. In exchange for America's support in the Vietnam War, the United States opened its market to Korean goods.

Increase in investment

The resulting profits of the chaebols were mainly directed to investments. Their share in GDP grew rapidly from almost zero in 1960 to 18% of GDP in 1970, 24% in 1980 and exceeded 30% in the 1990s, the peak was 40% in 1990. Money was not wasted, but invested in competitive

production. A high share of investments in GDP is a feature of all fast-growing economies. Later China demonstrated the same picture, but in a more grotesque form, with investments over 50% of GDP.

The accumulated experience and investments allowed South Korea to take the next step: from the light industry and toys to more high-tech industries. In the 1970s, seven priority areas were identified: mechanical engineering, electronics, textile industry, ferrous metallurgy, non-ferrous metallurgy, petrochemistry, and shipbuilding.

Mr. Park, later, regulated the economic activity. So, in 1972, he conceived the idea of creating an automotive industry. Four companies - Kia, Hyundai Motors, Asia Motors and ShinJu - received the usual privileges: preferential loans and political support. In response, each company had to bring the volume of production to 50 thousand cars per year by 1980.

Protectionism has become part of the package of measures for the development of the automotive industry. When Mr. Park decided that Korea would become an exporter of cars, a tariff was imposed on their import, which made the import of foreign cars unprofitable. In 1975, the import of components was also limited, but the transition to their own production did not mean the beginning of their own developments. Until the end of the 1980s, Korean models

were copies of foreign ones or were designed with the technical assistance of foreign auto giants.

The main focus of the automakers' work was still the same export, although the domestic market also appeared, in 1980 there were already 249 thousand passenger cars in South Korea, one for 153 people. The first Korean cars were exported already in 1976, but the real breakthrough was achieved in the mid-1980s, when Hyundai entered the American market with the Excel subcompact, the predecessor of Accent.

The Korean economy became gradually more complicated. The textile industry was the leading industry in the country, back in 1980, but by 2004 it had become only the tenth. Mechanical engineering, except electronics, moved from eighth place in 1980 to the third by 2004. Hard work, exports, investments instead of consumption, access to high-value-added goods, increased skills and experience.

Dictatorship with self-restraint

In addition to purely economic things, Mr. Park had to deal with business ethics. The dictator tightly controlled economic activity in Korea, but unlike the classic despots of the third world, his goal was the modernization of the country, not personal enrichment.

Mr. Park regularly forced chaebols to throw off party needs, but almost all the money remained in Korea. At the same time, neither he nor his associates have made huge fortunes. Grassroots corruption was also severely eradicated. In 1975, Mr. Park launched a large-scale campaign against corruption: in 1974 there were only 331 officials under investigation, then in 1975 - 21,919, and in 1976 - 51,468. All this improved the investment climate and forced civil servants to keep themselves within limits.

According to East Asian economics researchers Jose Campos and Hilton Root, Mr. Park's regime was a combination of dictatorship and conscious self-restraint. Not recognizing clannishness and political patronage, Mr. Park harshly asked subordinates in accordance with strict meritocratic principles. On the eve of each New Year, he visited each minister to discuss goals and strategies, and a year later he analysed their work. Anyone who did not fulfil at least 80% of the plan was immediately dismissed. In order to exclude the possibility of pressure on himself from business and to avoid bias, Mr. Park met only with large groups of business people, where businessmen acted as representatives of industries, and not specific firms.

Neither Mr. Park nor his successors, some of whom were themselves under investigation for embezzlement, managed to kill corruption completely, but the struggle has been waged and is being waged. Corruption investigations were conducted against three ex-presidents Generals: Roh

Dae-woo and Jung Doo-hwan, as well as Noh Moo-hyun, who committed suicide in 2009.

The steps of modernization

With the development, since the 1960s, GDP per capita has grown almost 20 times, the level of education of the population has increased and the middle class has formed. There have also been political changes - the "dictatorship of development" has become a democracy. The logic of the next stage has become different, although the export orientation has remained important, the domestic market has formed, and one of the conditions for its stability has become a high standard of living. Cheap labour has ceased to be a competitive advantage, a powerful industrial and innovative base has become the key to leadership.

There were also stops. In the conditions of rapid economic growth by the end of the 1990s, the over-credited chaebols continued to expand and diversify their business. The ratio of liabilities to equity of companies was too high: by 1997 it reached 396%. This made the economy increasingly vulnerable to external shocks. In 1997, a crisis of confidence on the part of Western investors led to the suspension of financing of Korean banks and companies, and then to the bankruptcy of some of them: 11 of the 30 largest chaebols were ruined, and the government had to ask for IMF assistance, and its size at that time was the largest in the history of the fund, \$ 57 billion.

Then South Korea experienced not only a recession, but also reconstruction, which affected the very philosophy of the Chaebols. Samsung and LG became role models. Both companies made drastic staff reductions and got rid of many divisions. They also increased their investment in R&D, Research and Development, and focused on creating recognizable brands.

The crisis of 2008-2009 showed that the lesson of the 90s was learned perfectly. By 2008, Korean companies and banks were in good financial shape: the ratio of liabilities to equity was less than 100% for companies, and the share of bad debts in the banking sector was small - 0.6%, 10 times less than in 1997. As a result, the country managed to pass the period of the global recession without losses: in 2009, GDP grew by 0.2%, a significant achievement, given that other developed economies showed negative dynamics.

If the government had to spend 18% of GDP to clear up the Asian crisis, by preaching off the obligations of bankrupt banks and companies, as well as buying out "bad" assets, then the 2008 crisis cost only 0.7% of GDP. The declining exchange rate of the won quickly recovered, and industrial giants avoided the temptation of mass layoffs and did not lose, global demand for Korean goods by 2010 had already exceeded pre-crisis highs.

Current success does not guarantee good luck in the future. From the trap of average incomes, GDP per capita in 2014 is projected by the IMF, International Monetary Fund, to be about \$26 thousand. For comparison: in the US it's \$55 thousand, in Russia, \$14.6 thousand. South Korea is squeezed between Western and Japanese competitors in high-tech sectors on the one hand and the Chinese in areas with less added value on the other. Petrochemicals, electronics, shipbuilding, mechanical engineering, and steelmaking are all under Chinese threat. Hence the active attempts to deploy its own research and development, Korea is now in second place in the world in terms of the share of R&D in GDP (4.81%).

Korean firms understand that there will be no easy life. For example, competition is growing in the global auto industry, car manufacturing technologies are becoming available to an increasing number of countries and companies, because of this, automakers are forced to rely more and more on the emotional appeal of their products. So far, Korean companies have managed to grow rapidly. So, Kia made a strategic bet on design back in 2006, inviting the ex-head of the design departments of Audi and VW, Peter Schreer, from Germany, and did not lose: in the crisis of 2009, Kia increased sales by 20.1% compared to 2008 and achieved record profits. The share of Korean automakers in the European market increased in 2013 to 5.2% against 3.1% in 2003.

Shipbuilders are also concerned about the Chinese offence. In 2010, China overtook Korea for the first time in terms of tonnage of ships built, the world market share in 2013 was 36.8% against Korea's 34.8%. Koreans respond by switching to high-tech products. Many commercial vessels such as: container ships, tankers, bulk carriers are simple and cheap to manufacture. Koreans leave everything simple to the Chinese, concentrating on complex and expensive vessels: tankers for liquefied natural gas, (produced by DSME (Daewoo Shipbuilding & Marine Engineering) and special floating platforms.

New goals

Now Korea is setting new goals for itself. The current tasks are already more ambitious than just "catching up with Japan". In 2010, the former President of Korea Lee Myung-bak proclaimed the "Korea 7-4-7" program: by 2020, to keep the economic growth rate at 7% per year, the past sluggish growth of the world economy did not allow this to be achieved, although the GDP growth forecast for 2014 was not bad compared to other developed countries - 3.9%, reach \$40k. Though Korea did become the seventh economy in the world. Aviation, nuclear and defence industries became new development priorities.

There are already successes. For example, in December 2009, a consortium of Korean firms signed a contract for the construction of nuclear power plants in the UAE, while

the government set a goal to abandon foreign contracts for the supply of components to the stations, to do everything independently.

The goal for the development of the aviation industry is extremely ambitious , even Japan could not break into this difficult niche. The brainchild of Samsung, Daewoo and Hyundai, which is Korea Aerospace Industries, together with the Canadian Bombardier, was developing a new airliner, its entry into the market was scheduled for 2019. The military-industrial complex was also being developed. South Korean weapons are being bought by Turkey, Indonesia, Australia, Japan and the UAE.

High-tech Korean products are partly the start of the work of Russian engineers and scientists. "Russia is viewed by Korea as a potential supplier of technology and brains", Lankov notes. Korean firms employ several thousand Russians and post-Soviet engineers, who make up, perhaps, the largest group of qualified foreign specialists there.

Energy development in South Korea

Currently, Korea's energy sector is a well-developed branch of the country's economy. Active development in this regard began relatively recently – in 1957, when Korea joined the International Atomic Energy Agency. This was an important step, because there are small

reserves of extracted fuel, which are not enough to meet the growing domestic needs.

Development difficulties

Since South Korea's energy sector was heavily dependent on imported energy resources, the country needed their uninterrupted supply. The suppliers were the countries of the Persian Gulf and Southeast Asia. However, the Middle East does not belong to politically stable states, and the country's leadership considered the countries of the post-Soviet space as a promising supplier of energy resources. Eastern Siberia and the Far East are strategically important for the country – the resource potential and geographical proximity affect.

Despite sufficient interest, the Korean energy sector is not the only contender for the energy resources of the post-Soviet countries. The West is showing interest in hydrocarbon resources and their delivery routes. Many Korean companies simply cannot withstand the current competition, which greatly limits their presence in this market. Nevertheless, many Caspian littoral countries need new partners – they need huge investments that Korea is ready to offer.

A turning point in the development of energy

Energy poverty had no effect on the ever-increasing energy consumption. If the increase was not the most significant before the 90s, then in the following years the growth figure increased sharply - about 9% per year. Thus, the development of energy in the Republic of Korea rested on two things - reliable suppliers of resources and own production of cheap electricity. At the initial stage of industrialization, energy shortages were avoided by using their own available resources and constantly increasing imports of crude oil.

Its share in the structure of primary energy consumption was constantly growing, and in the early 70s it was already 47.2%. By the end of this decade, the figure had increased to 63.3%, and South Korea's energy industry was heavily dependent on uninterrupted supplies. Two global oil crises have led to an obvious conclusion about the need to diversify the country's energy balance. Natural gas production was growing, but the main step towards energy independence was the decision to put into operation a sufficient number of nuclear power plants.

The production of electric energy on a significant scale began only in 1978, when the Korea-1 power unit was launched at full capacity. Since that moment, the development of energy in the Republic of Korea has followed the path of its own independence. Obvious

difficulties with the construction of reactors arose due to the lack of specialists, and the first stations were built exclusively by foreign contractors. It was only by 1995 that "local" technologies appeared in the country, which made it possible to minimize the participation of foreign specialists in the construction of new nuclear power plants.

Chapter 1:

Korean Character

The Koreans themselves say that "...they are born pagans, lead a Confucian lifestyle, marry and get married in a Christian way, and pass away as Buddhists." The diligence of Koreans is a well-known fact at the present time. I will take the liberty to assert that the Korean "economic miracle", as well as other Far Eastern "economic miracles", became possible, first of all, thanks to this trait of national character. In the United States, a survey of small businesses owned by new immigrants showed that Korean small entrepreneurs spend more time at their workplaces on average than representatives of any other ethnic group.

It is well known that Confucianism perceived the state as a kind of large patriarchal family. In our time, these ideas have not only been preserved, but they have also been transferred to the company, to the relations in it. In most large companies, there is even a purposeful propaganda work aimed at forming a spirit of unity among employees. This "family" atmosphere, does not matter if it's fake or not, plays, if you approach it from the point of view of the employee and his interests, a twofold role. On the one hand, the power of the company's management is unquestioning, employees should not only bow to managers from the waist, but also immediately follow any orders, under no circumstances express dissatisfaction, be

willing to stay on overtime and refrain from directly discussing the prospects for increasing earnings. On the other hand, a company, especially a large one, takes on a number of functions for the social protection of an employee, provides them with various benefits, which is very important in a country with an almost completely absent state insurance system, and, finally, guarantees a lifelong employment: as long as the company exists, its employee can be transferred from place to place, from division to division, but they can be dismissed only in exceptional cases.

It is curious and, again, in accordance with traditional ideas, promotion is also organised in Korean firms. Until recently, the determining role in the promotion was played by work experience, so when a vacancy was vacant, it was almost automatically occupied by the one who worked in this company the longest. Now, this rule is being violated more and more often, but, in general, the experience still remains one of the most important factors that determines appointments and movements. Thus, three tasks are solved at once: firstly, stability, so valued by the Korean consciousness, is achieved, because any employee knows that in turn, they will "sit out" a promotion, so to speak. Secondly, the principle of "old age and youth observe the order" is observed, one of the basic principles of Confucian ethics, which all Koreans learn at school. Thirdly, internal harmony in the team is ensured, because the number of

reasons for sitting up and the number of mutual intrigues is noticeably reduced.

In general, a characteristic feature of the Korean mentality is the desire for conflict-free harmony. Despite the fact that rivalry and clashes of various groups permeate the entire Korean society, within its, so to speak, "basic elements". Families and firms strive to avoid open conflict by all means. In most cases, for example, the hostility existing at work between two employees will not find a way out in an open quarrel, but will be hidden and suppressed.

Want to get to know your Korean friends better?

All of us who come to Korea for a while or live here for several years in a row, see this country in our own way. Some primarily pay attention to Korean politeness and helpfulness, to perseverance and hard work, and others to the modesty of Koreans, and their willingness to sacrifice their personal for the sake of the public. Yes, Korea is diverse and changeable. Though one of the defining and unchanging features of the Korean mentality is a special attitude to food and everything related to it. This is a kind of cultural code that helps to penetrate some realities of Korean reality, which at first glance may seem inappropriate or strange. Therefore, despite the fact that the peculiarities of national cuisine and feasts are insignificant and highly specialised topics at first glance,

with its help you can learn a lot about the culture and everyday life of Korea.

It's no secret that Korean society is very hierarchical. This feature is reflected at the Korean table. For example, it is considered indecent if the younger one takes up a spoon and chopsticks before the older one does it and when the meal has begun, the younger ones should take care of the older ones: serve the best pieces, fry meat if there is a brazier on the table, make sure that the glass is not empty, and if this happens, pour wine, holding the bottle with both hands. The elder, in turn, leads the meal, leads the conversation, and pays for the collective treat.

In general, sharing a table with relatives, neighbours, friends, and colleagues is considered extremely important in Korea. Of course, the traditions of joint feasts play a big role in all cultures of the world, but in Korea, they are simply given great importance. A joint lunch or dinner is a very common way in Korea to thank someone for a small favour. It is not always convenient to offer money to a friend for help, but everyone will be happy to accept a delicious or unusual treat.

In addition, by eating together, you can not only get closer to a Korean or thank them for their help, but also ask for forgiveness or resolve a conflict. I am sure that everyone who works under Koreans is aware of the important place that joint dinners and lunches occupy in their corporate

culture, which is almost mandatory for those who want to prove themselves well in the working team.

So food in Korea is more than just a way to strengthen the body and this is perfectly felt in the Korean language, in the manner of communication of Koreans, in their everyday customs, and even in works of art and products of mass culture.

Gestures you should be aware of in South Korea

The traditions of the Republic include the use of many gestures in daily communication. However, Europeans who do not know the rules of etiquette in Korea should avoid using them, because they can accidentally show disrespect or offend a local resident. There are a lot of gestures in Korean culture, they usually have a different meaning than Europeans and can be perceived incorrectly.

If you don't want to offend anyone, avoid the following:

- Any touch, even accidental
- Hugs or pats on the back
- It would be rude to put your hand on your shoulder
- Do not call a person using the conventional movement of the index finger, to do this, you need to extend your hand palm down and draw the fingers of the other hand moving towards you.

If a local resident folds his fingers, imitating a heart, this indicates his good attitude towards you, but laughter can be perceived ambiguously. Koreans laugh not only when they are having fun, but also when they are upset, confused or even angry. If a person throws his head back and at the same time sucks air through his teeth, this may mean refusal or inability to perform any task.

Humiliating words in South Korea

In South Korea, "yes" does not necessarily mean consent. It can mean "I'm listening to you" or "I understand you." In confusion, fear, anger, or surprise, Koreans often laugh.

Acceptable topics for conversation:

- Korean achievements
- Hobbies, yours and your Korean colleagues
- Family, yours and your colleagues
- The health of your Korean
- Colleagues

Unacceptable topics:

- A specific Korean or Korean customs and culture, even if you make laudatory remarks, compliments lead Koreans into a state of confusion
- Politics
- Korean War

- Relations with North Korea, Japan and China
- Praise for another area of South Korea: Some Koreans may be hostile to residents of other areas

Sensitive topics:

- American troops stationed in South Korea
- Religion

Manners

- Always knock before entering a room.
- Always pass and take objects with both hands or with your right hand, you can support the elbow of your right hand with your left hand. It's rude to hide your hands while talking as well.
- Always wait until your host sits you down. If you are given a place of honour, located opposite the entrance, it is polite to protest a little at first. The host sits to the left of the guest of honour.
- The owners serve the elderly first, and children last. Don't start eating until the oldest person at the table does.
- Never take food from dishes with your hands, even if it is fruit, pieces of fruit should be eaten with a toothpick.
- Regardless of the exoticism of the dish, kindly try it. Never show disgust.

- Never fill your own glass or soy sauce plate yourself. Always do this for your table mates.
- When you're done eating, put a spoon in a soup bowl or across a rice bowl. Place chopsticks on a special stand.
- When lunch is held in a restaurant, the bill is usually paid by the oldest person. If there is a business lunch, the bill is paid by the person who invited colleagues, although it is considered polite if guests offer to pay the bill.
- When yawning or using a toothpick, cover your mouth with your hand.
- Don't keep your hands in your pockets.
- Do not eat whilst on the go on a street.
- When talking to someone, take off your sunglasses.
- Show respect to the elderly by opening the door for them.
- Stand up when an elderly person enters the room. The elderly are the most important figures in Korea.

Polite communication style in Korean

In Korean, there is a complex system of expressing politeness. In Korean, the system depends on the person you are communicating with, his social status, age, position, level of well-being, level of acquaintance with this person, etc., and various forms of politeness are used. This is provided by a system of endings that are added to verbs and adjectives. Also, in communication, a person is not

called simply by name or surname, this is considered disrespectful to the interlocutor, when communicating, the name of his position is added to the name or surname, etc.

At the beginning of language learning, if you are thinking about it, you should remember the basic form of an officially polite style of communication, and work them out to automatism. In the future, as you learn the language, you will get acquainted with a more informal style of communication among Koreans. It is worth reading a little about Korea, and its etiquette, to understand why a polite style of communication is very important in communication.

Every country in the world has its own accepted norms of etiquette and greeting, the observance of which is necessary for everyday life. Familiar and seemingly natural forms of greeting can offend a foreign interlocutor, and observing the etiquette of the interlocutor will give pleasure and leave a positive impression.

National peculiarities of Korea

Etiquette in Korean society, as well as in China, are determined by the national tradition, the basis of which is hierarchical relations in society and the family. At the meeting, the Koreans exchange a verbal greeting: "Annyeonghaseyo!". The greeting may be accompanied by a ceremonial bow. The depth of the bow is determined by

the social and age status of the person greeting and being welcomed. The first to give a hand is the oldest in age and position and a man to a woman. When communicating, the speaker's style of speech also depends on the age and social status of the interlocutor.

Koreans pay special attention to their elders. In Korea, names are placed after surnames. Koreans try to avoid using personal pronouns, calling the interlocutor by his last name plus "mister", or "teacher". It is possible to call by name in Korea only friends, and younger or the same age as you. When referring to equals in age and position or to younger ones, the particle "axis", "mister", is used together with the surname. In relation to the higher, senior, it is necessary to address "Seonsaengnim", "teacher, master". In Korea, the address "tonmu", "comrade", is generally accepted. In a particularly solemn atmosphere, the synonymous word "tonchki", also "comrade", is used, but "tonchki" is used if a specific person is meant, only necessarily together with the surname and first name at the same time. ("Tonchki", like "tonmu", can also be used as an abstract address.) Between close friends, there is an appeal to "sister", and "brother".

Koreans treat children with a special love. Korean children are not capricious and behave quietly and obediently. In general, in the Korean family, traditional relations are largely preserved, according to which wives treat their husbands with emphasised politeness. Korean women are

characterised by modesty in behaviour. Koreans are very hospitable. When visiting a Korean house, it is necessary to observe some rules related to the peculiarities of its internal structure. In some places, the tradition of sitting on the floor is still preserved, having placed special cushions for sitting, while their legs are tucked under themselves. Therefore, in a Korean house, the floor is always kept clean, and people walk on it without shoes, which are placed in the corridor with their backs to the threshold, so that it is convenient to put them on.

Development of South Korean Mentality

South Korea is one of the so-called "four Asian tigers". So unofficially called Asian countries: South Korea, Singapore, Hong Kong and Taiwan, whose economies have demonstrated very high rates of economic development since the early 60s of the XX century. In Korea, in the XVIII-XIX centuries, there was a decline in agricultural productivity until the end of the XIX century, but this was followed by an upward movement that was observed throughout the XX century and reached its apogee in the 80 – 90s of the last century.

About the economy, Koreans often say "economic miracle", but this is rather a figurative expression. Many economists, referring to the study of the "South Korean miracle", although they identified various political and social factors that led to this phenomenon, still noted that "there was no

"miracle", but an extremely strenuous work of the entire population of the country, extraordinary diligence, patience, endurance and thirst for knowledge, and also the solidity of the nation oppressed for decades, but striving for progress.

In the dictionary of the psychological lexicon, we find the following definition of mentality: "Mentality is the specificity of people's mental life characteristic of a particular culture (subculture), determined primarily by economic and political circumstances and having a supra-conscious character". In modern world philosophy, the problem of mentality is considered from various angles.

In the twentieth century, of the cultures and mentalities of people from the Far Eastern regions, only Japan was more or less studied. The phenomenon of the Korean mentality is awaiting its in-depth study and reflection. In Korea, the guru of Korean philosophy, Kim Tae-gil, was engaged in the study of ethno mentality and culture, and he noted the incredible successes in the field of political and economic modernization that Korea made in the second half of the twentieth century are rooted in the deep past of the people.

Modern researchers, speaking about the mentality of the Korean people, distinguish such characteristic features as patriotism, collectivism, harmony of Yin and Yang,

shrewdness/pragmatism, restraint in words, silence and smiling, dignity/reputation, reverence. Due to my interest in the "economic miracle", I will try to identify those features that could have influenced the rapid modernization of South Korea as well.

Any ethnic system and its mentality are laid down and formed over many centuries. The individual aspects of spiritual culture and the mental makeup of each ethnic group are influenced by the characteristic features of the geographical environment, while the emotional side of the psyche is largely determined by social and political factors. So in my study, it is impossible to ignore the study of geographical, political, social and religious factors that influenced the formation of the mentality of the Korean people.

The location of the Korean ethnic group on the peninsula served as the basis for the marginalisation and formation of a mentality, different from the neighbouring ones: mainland Chinese and insular Japanese. The land shaft and the climate of the peninsula played an important role in shaping the worldview and character of the people who inhabited it. By choosing their land, they have also chosen their history. Archaeological research allowed scientists to put forward a theory about the settlement of the Korean Peninsula in the Neolithic period, IV-II thousand BC Siberian fishermen-hunters who migrated from Siberia to the south, to Manchuria, Korea and Japan, in search of a

land with a warmer climate, mixing with the autochthonous Neolithic population of the peninsula, who led a communal lifestyle, engaged in fishing, hunting and gathering. Their society was not characterised by serious social stratification and marked armed violence.

The Bronze Age throughout the world was characterised by a period of active formation of ethnic groups and the emergence of centres of statehood. States with more developed metallurgy were pushed to the forefront, and became the "core of civilization", constantly colonising and exploiting the "barbaric periphery". Thus, in the XXI – XVI centuries BC, China was a powerful centre of early statehood in the East Asian region, and the scattered tribes inhabiting the Korean peninsula were the so-called near periphery. At present, it is considered proven that under the influence of the Proto-Chinese Sha'in, South Siberian and North Chinese Ordos bronze culture at the turn of the II - I millennium BC, a Manchurian-Proto-Korean tribal group was formed in the north of the Korean semi-island, which gradually spread throughout the territory during the I millennium BC. The Torii of the peninsula formed a single ethnolinguistic community.

It is worth noting that along with the structural and spatial characteristics, ethnomentality necessarily includes such a genetic and temporal parameter as the idea of the common origin of the members of the ethnos. In the period of Ancient Joseon, there was a myth about Dangun, the

mythical founder of the Korean ethnos, who was born from the son of a heavenly ruler and a female bear and began to rule his people in 2333 BC. During the era of the Tatar-Mongol invasion, this myth was recorded in the first historical chronicle of Korea "Chronicles of the Three Kingdoms".

In the future, it was actively used to artificially "lengthen" the history of Korea to the level of the Chinese-Shan bronze culture. During the annexation of Korea by Japan at the beginning of the XX century, the "dogma of a pure-blooded nation" as the highest form of the existence of an ethnic group became even more entrenched in the minds of Koreans. Korean nationalists turned Tangu-na into the supreme symbol of "Korean ethnic homo-genity". Here we find that the feeling of nationalism is rooted in the distant past and deeply rooted in the minds of Koreans. In terms of nationalism among Asian countries, Korea is second only to Vietnam. In our understanding, it is rather patriotism, a powerful sense of national identity, which helped the Korean people to rally and move forward in the most difficult historical moments. Despite the fact that in the XX century, in the process of modernization, Korea received enormous influence from the United States and successfully integrated into the new world order, the mentality of Koreans does not lend itself well to globalisation, and to this day in everyday life people are guided by an unspoken rule: "Their best".

We find the beginnings of the formation of collective consciousness in the Korean ethnic group already from the middle Neolithic period, when it was impossible for small village blood-related collectives to survive alone in harsh conditions. This consciousness was further strengthened when the main thing in agriculture was the cultivation of aspic rice, a technology that required the creation of an artificial irrigation system, which is beyond the power of individual villages. In the I - IV centuries AD . The state bureaucracy naturally assumed responsibility for the construction and operation of large hydro-technical structures, and in the IV - VI centuries AD, mobilizations of the population for hydraulic engineering work firmly entered public life. The "common good" in the minds of Koreans has received an indisputable priority over personal needs and concerns. Individualism is despised in society, and collectivism is reflected in various spheres of life and culture. When in the 40 - 50s of the twentieth century, in the first post-war years, the Korean government carried out an agrarian reform, so necessary for the development of capitalism and modernization of the country, it was the use of centuries-old traditions of mutual support and collective action that made it successful.

Diligence, purposefulness as defining traits of national character are universal, especially among Asian people, but geographical and social conditions of life have formed in the Korean mentality a passion for work, brought to a cult.

There is a firm postulate in the minds of Koreans: "Everyone should work, because only hard work brings success in life." Koreans officially rest two weeks a year, but 66% of the population are ready to take a vacation at work. At school, in morality lessons, children are taught diligence by the example of a folk tale, where the main character, being in extremely straitened circumstances, finds a way to salvation by hollowing out a boat from a log with a needle. Work, even if it does not bring visible quick results, has been elevated to the rank of virtue, and Koreans believe that a hard worker will certainly be rewarded. Reverent attitude to work has only been strengthened for centuries by Confucian norms regulating life, which, as a result, made a significant contribution to the emergence of the "Miracle on the Han River".

In the era of the "Miracle on the Han River", such profound value orientations as thirst for a blessed life, patience, endurance and a colossal desire for knowledge were clearly manifested among the Korean people, and studying these phenomena, it is impossible to ignore the influence on the mentality of the religious beliefs professed by Koreans. As Gustave Lebon said: "Religious beliefs are always the most important element of the life of people and, consequently, their history". The Korean people are unique in that, having their own authentic religion, shamanism, they adopted and actively nurtured Buddhism, Confucianism and Christianity in their environment.

Shamanism, which dates back to the era of the primitive communal system, had a special religious power over the minds of Koreans. Its basis was the veneration of heaven, from which all earthly goods emanate. Shamanic faith proclaimed that spirits live everywhere, and prosperity in worldly life depends on them: salvation from troubles, longevity, health, the birth of a boy, wealth and reputation. Shamanism became the religious and cultural basis on which the self-consciousness and worldview of Koreans were formed. On the one hand, they selflessly and exalted hoped for the help of heaven, on the other hand, all their requests were aimed at the realisation of worldly, material, fateful and pragmatic desires.

The formation of Korean statehood in the III – V centuries AD was closely connected with the penetration of Buddhism and Confucianism into the country. The search for material benefits in all possible ways led to the fact that Koreans were susceptible to the adoption of new religions, which actually did not conflict with each other, but found their followers in different strata of society. The Korean elite was fond of Taoist philosophy and Buddhism, which was popular in China at that time. Buddhism looked extremely attractive to the state, which was striving for centralization, and the poor found comfort and hope in the teachings of the Buddha. Under the influence of Buddhist philosophy, many Asian countries, including Korea, have established the highest value of improving one's own soul on a social and religiously idealised level. The Buddhist

philosophy, art and cult contributed to the unification of the heterogeneous population of the country into one ethno-cultural community.

Since the VI century A.D. In order to strengthen the state in Korea, the introduction of Confucianism as a state ideology began, which did not weaken the position of Buddhism at all. The Sovereign was given the main role of the guardian and patron of Buddhist teaching and model Confucian virtues, which made it possible to overcome aristocratic-clan particularism, creating unity in the country. Conceptualism particularly emphasises family and social values, human self-awareness and the creation of harmonious interpersonal relationships, as well as cultivating such qualities as the mutual responsibility of members of society and collectivism. Many researchers find that the success of the economic modernization of Korea is due to the combination of many factors, some of which are closely related to the traditional Confucian culture, namely the Confucian ritual "li", which contributed to the centralization of power in the country, and also nurtured in the souls of Koreans devotion to their country, economy, creative activity and initiative.

Among the Korean intelligentsia, social Darwinist ideas gained wide popularity, which harmoniously complemented the ancient teachings of Confucius about the "golden age" and the education of the people. In the XX century, the works of Korean thinkers were dominated by

the ideas of the eternity and immutability of the "national spirit". Koreans, often elevated to a primitive communal system; that the formation of the nation and the national spirit is associated with the early stages of ethnogenesis, which was also used as a powerful tool in the ideological confrontation of two social systems. In the process of capitalist development in South Korea, science-intensive industries were mastered, the education and creative potential of the people increased, and as a result, their well-being grew. As a result of profound transformations in all spheres of life, South Korea has turned from a backward, agrarian and economically poor country into a highly developed, industrial and urbanised state, whose economy has reached the 13th place in the world ranking.

In the course of my research, I found that such features of the mentality of Koreans as colossal diligence, a strong sense of national identity/patriotism, commitment to collective/ancestral traditions, thirst for knowledge, pragmatism and the desire for material well-being, without which it would be unthinkable "Miracle on the Han River", were formed in the process of history under the influence of geographical, socio-economic, political, cultural and religious factors. The analysis of the history of the formation of the Korean mentality only confirms the fact that each nation has its own mentality, manifested in its daily life, and it is formed not only by the benefit of national history, traditions, culture, but thanks to the unity of the peoples of the world, exchanging material and

spiritual values and culture. Despite the fact that mentality is a specific mental attitude of an ethnic group and an irrational substance, which is determined by economic and political circumstances, it itself has an impact on all spheres of social life, including the economic one, although of course the relations of the economy with the ethnic group are complex, indirect character. In the case of Korea, the economic community of people based on the division of labour in the process of social production and the ethnic community based on linguistic, cultural and other ties reflected in the mentality coincided both through tribal organisation and through the State. The "Miracle on the Han River" in Korea began at the moment of transition from a feudal society to a capitalist one, when, in a sense, there was a coincidence of the evolution of economic and ethnic, and the strengthening of the economic community based on the division of labour coincided with the process of national consolidation, which is closely related to the mentality of the people, which it played an important role in the breakthrough of the country's economic development.

Korean table etiquette

Special dishes are selected for the design of the Korean table. Papsabal is intended for serving porridge (pap), kkuksabal – soups, thangi – broth. Tiandi is a small dish for honey, liquid dishes, posigi is a medium-sized cup for serving cactugi and kimchi to the table. Tepsi – various

types of saucers, in which fried or dried fish, tuba, meat, khve are superimposed. Yuri sabal is a glass fruit vase. Timokryt is a cup with a lid for steamed dishes. Congee – small cup. Tyaban is a tray, often aluminium.

The colour of the dishes

In spring and summer, Korean cuisine uses dishes of lighter tones, in autumn – the colours of acacia. It is better to serve cold dishes in glass dishes, fish dishes and cold snacks of the khve type in red and blue dishes, radish dishes, salad of sprouted green beans in white dishes. In general, dishes of dark tones and with a bright pattern should not prevail on the Korean table.

Types of tables, tables, rules of their design

In Korean cuisine, there are three types of tables: pansancharim, a table for two, kablesan, a table for one person, yonghwesan, a banquet table.

The word pansan has a synonym papsan, that is, a table with porridge (pap). According to Korean tradition, pansan is an everyday table that is decorated for breakfast, lunch, and dinner. It can consist of three, five, seven, nine or more dishes. Achimsan is the simplest kind of table that is being prepared for breakfast. It consists of porridge (pap), kimchi and a small portion of soup. In addition, you can serve cacti, egg appetisers, steamed fish, vegetables and herbs.

The breakfast table should not be plentiful. Tesinsan is a dining table. In addition to the dishes that are served for breakfast, it is supplemented with fried meat, fish, a spicy snack of fish or khve meat. Teniksan – the evening table – should be more diverse than the morning one. It is not recommended to serve dishes from legumes, beans, pork to the evening table. It is believed that the caloric content of the evening table should be approximately 35%, the lunch table – 40%, and the morning table – 25%. This percentage varies depending on the locality, season, food products used, etc.

The design of pansan. Porridge (pabi) and snacks are placed on the left side, soup – on the right. In Korean traditional cuisine, it is customary to eat a number of dishes and snacks from common dishes.

Rules for the use of individual dishes

Kuksu is eaten with chopsticks. First, the contents of the cup are mixed, soy sauce, table vinegar (to taste), ground red pepper, and other spices are added. Kuksu should be eaten noiselessly, for this it is necessary to divide long noodles (saree) into parts using chopsticks. Broth should also be drunk noiselessly.

Korean rice bread ttok is served on a chair with soup, kimchi, powdered sugar, yessi, honey, etc. It is advisable to serve vegetable soup, but thicker than usual. It should be

cut in such a way that it is convenient to eat, but if it is cut into large pieces, then you can bite off the pieces, and put a fork or stick with the remaining piece on the edge of the dishes. Ttok eat slowly. In general, the basic principle of restraint should be maintained when eating.

Kabelsan – a table for one person – is decorated in the same way as pansan.

The design of the yonghwesan banquet table

A plate, glasses are placed in front of each person, a device is placed. Glasses for wine or soju – to the forefront, then a glass for beer and a little further – for grape wines or drinks. Bottles of soju, beer, and lemonade are placed in the middle of the table, so that those sitting can see the labels. Wet wipes are laid out on plates. Sweets and togas can be put on the table in advance, kimchi, khwe, bread, vegetable dishes are served after cold snacks. By the end of the meal, a sinsonllo is set, fried fish, trepang soup, and other hot dishes are served. Last of all, kuksu or porridge (pabi) with soup, soup with dumplings, dumplings in broth, etc.

Chairs are placed so that the legs do not interfere with each other. If the table is long, it is provided that elderly guests do not end up at the corners of the table.

Korean cuisine is distinctive

Its dishes differ from Chinese and Japanese and, according to Koreans, were common in other countries in ancient times. However, eyewitnesses say that today Korean cuisine is very popular. For example, in Japan, gourmets prefer the dishes of the Country of Morning Freshness to everything else. There is a popular expression according to which the Japanese "eat with their eyes", the Chinese with their "mouth", and the Koreans with their "bellies", that is, in Japan, when eating, the specific perfection of dishes is primarily appreciated (the dining table should ideally look like an immaculately groomed garden); in China, when eating, the greatest attention is paid to the taste of food, and in Korea, food lovers are happy only when they are full to the brim.

Soup (served for breakfast and dinner) is usually eaten with flat brass spoons, taking alternately soup and rice. Sometimes rice is dipped into soup.

Korean traditional etiquette does not allow bowls of rice, soup or other food to be brought close to the mouth. You should respectfully bend over the devices with food, and if you take this or that dish in your hands, then do not lift it high above the table.

Koreans eat with metal or wooden sticks, which are sometimes varnished and inlaid with mother of pearl.

Koreans' love for everything elegant, beautiful and multicoloured gives their culinary products multicomponence, formed a special aesthetic of table decoration and serving. At the same time, great attention is paid to the colourful decoration of dishes, the combination of the shape and colour of dishes with the colouring of a particular treat.

The traditional Korean table is a huge number of dishes served at the same time. Unlike European cuisine, individual Korean dishes do not play an independent role (first, second, etc.), but only complement each other, acting as a single gastronomic "orchestra".

In conclusion to this, I found out the following:

1. The nutrition system of the Korean people, like any other, directly depends on socio-economic, historical conditions, climate, geographical location, natural environment, ethnic traditions and, of course, on the HCT. Thus, since ancient times, the economic and cultural type of sedentary plough farmers prevailed on the territory of the Korean peninsula, in whose economy irrigation rice sowing played a leading role. Animal husbandry is poorly developed, as there was not enough land for pastures. The proximity of the sea. All these factors have formed the traditional food system, in which rice, kimchi, seafood occupy the main places, of course.

Rice is an indispensable attribute of the Korean table. No wonder in modern Korean restaurants, rice, kimchi and radish are served free of charge, as a mandatory companion of any other dish. Rice contains the bulk of all the nutritional components of traditional Korean cuisine. Also, unleavened rice neutralises the burning and sharpness of other dishes. Since the number of such dishes in Korean cuisine is simply huge, the popularity of rice is not surprising.

The daily food of Koreans is extremely diverse. It consists of seafood, rice, and vegetables, but there are many great cooking options. The menu for each day depends on the time of year. Although, Koreans always try to make the food healthy and low-fat. Meat is consumed rarely and in small quantities, as well as potatoes. These two products are also never cooked together. Despite the fact that Korea is an eastern country, tea is practically not consumed there. Coffee is much more popular in the Country of Morning Freshness. Sweets are also not included in the daily menu, they are replaced with fresh fruit. In general, even in everyday life, Koreans are quite conservative in their taste preferences.

2. Every season is accompanied by many holidays and each holiday has its own traditional dish, the preparation of which is associated with some kind of belief. On the festive table there is always porridge (pap), decorated with pine nuts, dates, chestnuts, and poured with honey. A

significant place on the festive table is occupied by various flour sweets, dishes with the addition of ginseng root.

A characteristic feature of Korean culture is the extreme veneration of ancestors. In each season there is a holiday that provides for the sacrifice or veneration of deceased relatives. The festive table is plentiful, relatives meet at it, acquaintances and even strangers are invited. All these features characterise Koreans as hospitable and generous people.

One of the most important holidays is, of course, the New Year. It is celebrated on a special scale. They are preparing for this holiday long before it comes. The days of New Year's holidays are accompanied by various entertainments, the most delicious dishes are prepared. So, for example, the best fish dish for a festive table is considered to be the octopus, clams. No holiday is complete without the everyday snack kimchi. It is decorated with sliced pepper and served to the table.

3. Speaking of Korean table etiquette, it is necessary to note several important components, such as table setting, rules for serving meals, food selection, and so on. For Koreans, all aspects of the eating process are important. Even the colour of the dishes plays a special role for them. Table decoration is also divided into three types: a table for two, a table for one person and a banquet table.

In the table etiquette itself, the basic rule is the indispensable respect and reverence of elders. For example, a sign of bad manners is:

- refuse when food or drinks are offered by an older person (by age or position in society).
- to drink, looking directly at the senior at the table, you need to turn away a little or at least turn your head.
- take a cup with a drink from the hands of an elder (by age or position in society) with both hands (it would be more correct to take the cup with the right hand, with the left slightly holding the right hand in the elbow area), etc.

However, in Korean cuisine, taste characteristics are primarily appreciated, and aesthetics and all other qualities will be in the background.

Foreigners in South Korea

Korea is one of the few States on our planet where there are no national minorities. Some foreigners who have been in Korea for a long time and do not have a Korean citizenship, hope to obtain it.

The absence of "aboriginal" national minorities does not mean, however, that Korea is inhabited exclusively by Koreans. A certain number of citizens of other states -

both neighbouring and those with which Korea maintains traditional ties, are constantly on the territory of Korea. In August 1998, 199, 130 foreigners were legally in Korea, of which 148, 926 had a Korean residence permit; such a document is issued by the Korean authorities to all those who arrived in the country for more than 90 days. In addition, according to estimates of immigration services, there were 93 thousand illegal immigrants in the country at that time. It should be remembered, however, that the American military personnel, of whom there are about 36 thousand people, freelance employees of American military institutions, there are about 4 thousand people, as well as their family members, this is another 12-13 thousand people, are not taken into account in Korean immigration statistics. Their status is determined by special intergovernmental agreements, and they do not pass the standard registration procedure when entering the country. If we include illegal immigrant workers, American servicemen and their family members among the foreigners, it turns out that, not counting tourists and business travellers, there are about 300-320 thousand foreigners in Korea. This is approximately 0.8% of the total population of the country.

The Korean Government is trying to exercise careful control over foreign citizens living in the country. This, in general, is not very difficult in such a one-nation country, especially considering that foreigners, usually, do not know Korean. According to Korean law, foreigners, with the

exception of some special cases, do not have the right to stay in the country if they do not have a permanent job here, and only a few Korean organisations can hire foreigners for permanent work. The exceptions to this rule are foreign spouses of Korean citizens, there are about 22 thousand of them now, as well as local Chinese-Huaqiao, who have Taiwanese citizenship. There is nothing like an American Green Card, a permanent residence permit, for other foreigners, so even with a simple transition from one job to another, a foreigner is obliged to leave the country and re-issue a long-term visa outside Korea. Foreigners in Korea cannot own real estate, and even an ethnic Korean who has taken citizenship of another country, and Korea does not recognize dual citizenship, must then sell all his real estate within the period prescribed by law. A foreigner cannot establish his own company on the territory of Korea, and the registration of a joint venture or even just a representative office of a foreign company requires such effort, money and time that it is practically available only for large multinational corporations. All these strictures are partly explained by the fact that the country is still in a state of war. This is partly true, but it seems that other factors play a significant role here, first of all, the desire of the Korean authorities to prevent the formation of ethnic minorities in Korea and to prevent the emergence of problems inevitably associated with such minorities. Korea is a one-nation country and very much wants to remain so in the future.

As of September 1, 1998, the largest foreign colony on Korean territory consisted of Chinese citizens of the People's Republic of China, of whom there were 84,637 people, this number also includes illegal immigrants. The Americans, who numbered 51,759 people, are given second place by official statistics, but in reality they are the largest community, because its statistics take into account military and civilian employees of the American army, there are about 40 thousand people, as well as their family members. The Japanese are in third place (27.532), and the Taiwanese are in fourth place (24.182).

The latter are a very peculiar group. Korean "Taiwanese" in their overwhelming majority have never lived in Taiwan. They or their ancestors fled to Korea from Northern China, fleeing from the advancing communist armies at the end of the era of civil wars, in 1945-1950. After the country split into mainland China and Taiwan, most Korean Chinese became citizens of Taiwan, which until August 1992 had diplomatic relations with South Korea and was generally considered one of its most important ideological and political allies, because of this, the Chinese ("Taiwanese") minority in Korea has enjoyed and enjoys considerable rights. The main and very important privilege of the Chinese is that they have the right of permanent residence in the country. In other words, they can stay and work in Korea regardless of whether they are employees of Korean organisations that have permission to hire foreigners.

Americans living in Korea are mostly soldiers, officers or employees of military units stationed here, as well as their family members. The centres of life of the American community are American military bases, each of which represents a kind of state within a state. In addition to the actual military facilities, there are residential complexes, schools, shops, restaurants on the territory of the base, organised according to the American model, with American prices and an American assortment. There is even a branch of the University of Maryland, where Americans can continue or get higher education. For the majority of the American military, their entire stay in Korea is associated with bases and, to a lesser extent, with small villages that exist nearby and are primarily focused on servicing the American military. Longer journeys, usually, are not encouraged by the command, which strives to ensure that its wards do not unnecessarily bother the eyes of the local population.

The huge interest of Koreans in the English language has led to the fact that a notable colony of English teachers has also been created in Korea, who work at universities, professional development centres of various firms, schools and, mainly, at countless English language courses. There are teachers of other languages in Korea, such as Chinese, Japanese, Vietnamese, Russian, but even taken together, there are much fewer of them than residents of English-speaking countries. Foreign technical specialists also work in Korea, the number of which is measured by

many hundreds, among them there are many Russians. They work in Korean concerns, play a significant role in the development of the latest technologies.

However, now a typical "Korean foreigner" is not a diplomat, not a professor, and not even a soldier from an American base. A typical foreigner is a Nepalese, Filipino or Korean from Manchuria, working 12 hours a day at some factory. The largest group of Korean foreigners nowadays are foreign workers who began to come here after 1990. This was caused by two circumstances. Firstly, in 1985-1990, earnings in Korea grew at a record pace, and by 1990 the average salary approached \$ 1,000, now it is about \$3,000. By the standards of the Philippines or Pakistan, this is a fortune, because most of the residents there cannot earn such money in a year. Secondly, the Koreans themselves, spoiled by the rapid growth of incomes and the almost complete absence of unemployment, began to avoid the work that is called "3 D" here, according to the first letter of the three English words "difficult, dirty, dangerous" - "difficult, dangerous, dirty". Therefore, for Korean entrepreneurs, foreign workers who came from other countries in East and Southeast Asia: the Philippines, Nepal, Pakistan, Sri Lanka, Mongolia, and China became a real gift from heaven. They were ready to lay bricks and turn heavy blocks for 12 hours a day, they did not organise strikes and did not create trade unions, and, finally, they could be paid one and a half times less than Koreans, at the beginning of this year, the salary of foreign workers

averaged 74% of the salary of Koreans doing about the same work. It is possible that all this can be called exploitation, but the fact remains that the vast majority of the "exploited" are quite happy with their situation, and are trying their best to remain "victims of exploitation" for longer. These people are willing to work for money that seems modest to Koreans, but for them they represent a fortune.

How many "guest workers" are there in Korea now? No one knows the exact answer to this question. The Korean government issues a certain number of visas for foreign workers. Now there are 67 thousand such "legal hard workers" here. However, the vast majority of foreign workers entered Korea illegally, on short-term tourist visas. Of course, if desired, the Korean authorities could easily identify them all, but in general they understand the economic necessity of the presence of foreigners, and look at their presence through their fingers.

This is the foreign community in Korea, very diverse and quite divided. However, it also has common features. One of them is that the majority of all these people, not without reason, feel themselves to be only temporary aliens in Korea, keep very isolated, communicate in their own circle, have almost no contact with the Korean society around them and do not speak Korean even at the most elementary level. Usually, they spend only a couple of years in Korea and then leave the country forever. There are no

immigrant communities in Korea, the exception is the local Chinese, but their number has been rapidly declining in recent years.

Chapter 2:

History of the Korean Education System

The development of education in Korea was influenced by cultural peculiarities. One of them is the class division: being born into a noble family was considered a reward for merits in a previous life. The nobility was strictly hereditary for a long period, and it was possible to move to a higher class only in rare cases. Another feature that has affected education is the close connection of Koreans with Confucianism and Buddhism.

First School and University

Already in the period of the Three Kingdoms (57-338 AD), the government began to introduce education. The system was greatly influenced by religion. In 372, the Taehak School was established, where people studied Confucian works. Children from privileged backgrounds were accepted from the age of 15. For nine years, the students gnawed the granite of science: they learned Chinese, understood Confucian teachings, shot arrows and received physical training.

King Sosurim initiated the creation of Taehak, the first formal school in East Asia. When it was created, the

monarch focused on Chinese institutions. The brilliant idea came to the king's mind for a reason – he embarked on a series of reforms to accelerate national recovery after the devastating invasions of enemies. One of them concerned the education of young people.

Soon, private kyodang schools appeared for the elite in almost every locality. They brought up young men who had not yet had time to start a family. The training was balanced: writing was complemented by martial arts. During the same period, Buddhism penetrated through China along with Chinese hieroglyphs. Buddhist temples served as centers of learning.

The year 682 is an important milestone in the history of Korean education. The first higher educational institution – "techak", consonant with the school, was opened. The students were from 15 to 30 years old, it took 9 years to study. Knowledge was given in the fields of medicine, astronomy and mathematics. But only representatives of the upper classes received access to the "treasury of knowledge".

History of education: the first exams

Being equal to China, during the period of the Silla state, they decided to introduce exams for officials (788). Knowledge of classical Chinese literature was tested.

Thanks to this, Confucian values took root in people's heads. Passing the exam had great authority and was a guarantee of success in society. During this period, Chinese writing was used in the country, and the scientist Sol Cheon created the Idu letter – Korean words were written in Chinese characters.

In 958, King Wang So introduced an expanded system of examinations for the civil service. He wanted talented people to hold public positions. This system has remained unchanged for almost a thousand years. Ordinary people also had a chance to break through higher – if they were gifted, they could occupy a high position.

Craving for knowledge: new learning centers

Soon the National Confucian Academy of Songkyungwan appeared, to which the schools at the temples were subordinate. The peculiarities of education in Korea concerned the veneration of ancestors, spirituality. By influencing society through learning, Confucianism has strengthened the achievement of knowledge as a value. An educated person began to enjoy great respect, this approach has been preserved to this day.

The development of the education system took place in the XV century, when King Sejong founded the Academy

of the Worthy – he gathered the best scientists of the country under one roof. Researchers were able to work and publish books, which also affected the science and education of the state. In the XVI century, there were private schools of Sovon, where young people studied. The locals were taught the teachings of Confucius. Lee Hwang contributed to the spread of such schools, who convinced the government of the importance of knowledge.

For several centuries there has been a struggle between Confucianism and Buddhism in the field of education. Confucianism won in this struggle, and until the annexation of Korea by Japan, the development of the education system was influenced by Chinese traditional education. It is based on the study of hieroglyphic writing, Chinese language and literature. Knowledge of arithmetic and history was also taught, and much attention was paid to Confucian morality. Koreans have even been nicknamed the "Eastern etiquette nation."

During the Japanese occupation, a policy was pursued aimed at restricting education in Korea. Schools created by educational organizations were closed. The training was conducted in Japanese, and the history and geography of Korea were not studied. By 1945, 90% of the population was illiterate.

After the end of the war, work began on the development of the education system. It was planned to deploy universal education, so schools began to be built en masse. By 1949, illiteracy was largely eliminated. First, compulsory primary education was introduced, and then secondary education. After the war, close contact with other cultures affected education. Many Koreans went to study in the USA, and later received knowledge in China, Australia and various European countries.

The history of education of the modern period

In the 50s and 60s, attention was paid to the ethics of education and vocational training. Separate hours were for extracurricular activities, emphasis was placed on comprehensive development. Later, the course changed to practicality and productivity, common classes appeared. In higher schools, it became possible to choose subjects in addition to compulsory ones.

In the 80s, they took care of strengthening the health of society - they began to devote a lot of time to physical exercises. Creativity and ethics have also become a priority. School tests were introduced, and high school became optional. Currently, education in Korea is focused on creativity and integrity, focusing on globalization and the information age.

Today, getting a higher education is very much appreciated. They even give a salary supplement for it. University graduates receive 2 times more than their colleagues with secondary education. The labor market is divided by the level of education, therefore, to enter the primary market, high-quality knowledge is a necessity. The echoes of Confucianism are still felt today: an educated person is associated with power and influence. This is confirmed by statistics: graduates of 10 leading universities in the country occupy 2/3 of high-ranking government positions.

Chapter 2:

Development of science in South Korea

The first scientific achievements of Korea have been known since ancient times. During the Paleolithic, people mastered a large number of plants, which later began to be used for treatment. These were the first steps in medicine. For a long time people depended on hunting, fishing and gathering. Later, the cultivation of plants began to spread. There was a multi-field sowing, which provided several harvests per year. Flood fields, which allowed rice to be grown, began to be used even before our era.

Further advances in science in Korea are connected with the method of heating houses. Initially, people used hearths that were dug out of the ground at home. Later, devices resembling barbecues appeared in their place. An important milestone is the arrival of bronze objects on the Korean Peninsula, and a hundred years later – the production of iron products. Such inventory began to be used in agriculture, which was developing intensively.

During the Three Kingdoms period, porcelain stoneware, ceramics and tiles were produced on an industrial scale. The Chomsonda tower, which was used

for stargazing, began to work. This is one of the oldest observatories on the planet.

The development of sciences in the era of the Crust (X-XIV centuries)

The main achievement of the Koryo era is book printing. Printing from boards was used already in the VIII century, but in the time of the Bark it reached its heyday. Buddhist scriptures were published, for which hundreds of wooden boards were used. Of these, 6 thousand copies were received. Separate boards had to be made for each edition, so the process turned out to be lengthy and expensive. In the Far East, a movable font was invented, and Koreans adopted this experience.

The achievements of science in Korea include celadon ceramics, which has a special color and resembles a shade of jade. The production of weapons has been developed. Cannons fired stone charges, crossbows surprised with their range. Shipbuilding also did not stand still. The vessels were large, up to 30 meters. They installed a special horn to ram enemy ships. It is believed that in Japan on such ships they got to Japan in a day, to China - in three. Koreans continued to make progress in astronomy, medicine, geography.

Water clocks and other inventions (XV-XVI centuries)

During the time of Sejong the Great, there was a surge in scientific achievements. The new policy gave freedom to people of the lower class who were ready to share their inventions with the world. One of them, Chang Yong, built various structures to facilitate the work of workers (aqueduct, canals and others).

The contribution of this man was appreciated – he was allowed to live in the royal palace and was given a group of scientists who worked on the development of Korean science. Chang Yong invented a water clock. Among his inventions are also a sedimentation meter and a water meter. The history of science in Korea during this period affects medicine and astronomy. Based on the study of early Chinese maps, a silk map of the Old World was created.

Western influence (XVII-XVIII centuries)

South Korean science of this period was focused on national values. At the same time, familiarity with the West influenced the achievements.

- Knowledge about the shape of the planet.
- New devices for astronomy.
- Making maps using scale.

- Acquaintance with the world map (created in Italy).
- Works on medicine.
- The use of a crane.

All this has changed the vision of oneself and the world. At this time, they also switched to new agricultural technology, which increased crop yields. Due to this, only in the XVII century the population increased 6 times.

The development of science in Korea in the XIX-XX century

In the XIX century and in the first half of the XX century, the development of science in South Korea stopped. The surge occurred in the 60s during the reign of Park Chong Hee. Science and technology were supposed to promote industrialization. The strategies were aimed at improving scientific and technical training, promoting imports. Appeared:

- Ministry of Science and Technology.
- Research Institute (KINT).
- Special laws have been adopted.

In the 70s, efforts were directed to research in industries important to industry. In the 80s, attention

was paid to mechanical engineering and electronics, and highly qualified scientists were attracted. For example, they offered training abroad and tried to motivate specialists working abroad to return home. They began to promote research together with foreign scientists. In the 90s, we concluded 25 agreements on scientific and technical cooperation, provided financial support to almost a hundred international scientific projects.

Korea and basic sciences: vector of development

Astronomy

The Korean dynasties attached great importance to the movement of celestial bodies and encouraged the development of astrological science. It was not an idle interest – the security of the country and the sovereign was connected with knowledge. This contributed to the development of astronomy and meteorology. Initially, astronomy developed as part of Chinese, focusing on the compilation and study of calendars. But many scientific methods were developed by Koreans.

The level of development is evidenced by the Cheomseongde Observatory – a tower that was used to observe the heavenly bodies. It has been preserved to this day. During the Silla period, Cheomseongde was a center of observation. This science of South Korea was

developed in the era of the Koryo – there were departments that dealt with this area. The researchers had three tasks:

- Determine the "will of Heaven".
- Solve the issues of chronology.
- To study meteorological phenomena.

Eclipses have already been predicted, sunspots have been detected. In the XIV century, published an essay on determining the dates of the calendar (author Kang Bo), which has been preserved. In the XV century, calculations were carried out based on the motion of the five visible planets, the Moon and the Sun. In the XVII century, knowledge about the round shape of the planet and rotation around its axis began to spread, and astronomical instruments from the West began to penetrate through China.

Medicine

The history of science in Korea in the field of medicine has been developing for a long time. It all started with the study of the properties of medicinal plants. Attention was paid to this area during the time of the Bark – there were departments that investigated and applied different methods of treatment. However, such assistance was not available to the lower class.

In the I century, a decree was issued according to which doctors had to take an exam. At the same time, civil officials were obliged to be treated if necessary. Local sages became famous in the field of medicine – Korean medicines were known outside the country. The main part was created on the basis of medicinal herbs.

Scientists did not sit idly by, treatises on medicine appeared. The most famous is the three-volume "Hyangyak kugyppan", which tells about quick help thanks to local medicines. Two more famous works were published in the XVII century – "The Treasury of Korean Medicine" (Ho Jun) and "Secrets of Broad Assistance" (Lee Genhwa). Then Korea began to get acquainted with the achievements of the West.

Geography

At the time of the Three States, a variety of maps were already used. They turned out to be so accurate that they were relevant until the XV century. Then local scientists studied the early Chinese maps, and based on them created a large silk map of the Old World. Familiarity with Western geography prompted the design of maps with a scale, the outline of squares.

Agrotechnics

The development of science in South Korea would be impossible without improving knowledge about agriculture. For example, the use of iron equipment allowed us to solve the issue of nutrition. There were flood fields for rice cultivation. An important stage is the transition to new agricultural technology in the XVII–XVIII centuries. Rice was no longer sown with seeds, but planted with seedlings. This increased the yield.

In the XVII century, new types of crops began to be grown, which entered the country through China or Japan. Sweet potatoes, potatoes, peppers, pumpkin – all this was still a curiosity. Koreans rejoiced, because the new plants were able to survive on the slopes of hills and mountains. The result was an increase in the population and an increase in its well-being.

Chapter 2:

South Korean Religion

In South Korea, various religions peacefully coexist, but Buddhism and Christianity are the leading ones. The trends were significantly influenced by Confucianism and shamanism.

Tourists always note the large number of Protestant churches in the country. Christianity is the dominant religion in Korea. Protestants and Catholics stand out especially among believers. This is an important point, because the prevailing religion in society always affects its development.

Some South Koreans consider themselves Buddhists and the rest profess other religions: won-Buddhism, Shamanism, Confucianism, Islam, Cheondoge-Buddhism. The role of new beliefs, which can be distributed by origin, has grown significantly. There are more than 200 young trends, most of which include elements of other religions.

Christianity

The main religion of Korea is Christianity, and this comes as a surprise to many guests of the country. In

the dark, the crosses are illuminated, so the landscape of sleeping Seoul is impressive. Even in the XVIII century, this trend was almost absent, but later Korean aristocrats turned to Catholic literature, which was brought from China.

At the end of the XIX century, the community already united 10 thousand people. At the same time, Protestantism entered the country – from the USA. It was the Protestants who translated the Bible into Korean. Christianity gained strength in the 70s and 80s of the last century, and already in the 90s it overtook Buddhism. The rapid development of this religion in Korea is associated with a successful overlap with traditional shamanism. Nowadays Christianity includes three main directions.

Orthodoxy

Orthodoxy is the least developed – as of 2011, the number of followers of the direction was about 0.005% of residents. From the Orthodox churches are represented:

- Korean Spiritual Mission (belongs to the Russian Orthodox Church).
- The Patriarchate of Constantinople is represented by the Korean Metropolis.

Parishioners are mainly represented by Orthodox Christians who came to the country to work. The services are also attended by Koreans who have returned to their historical homeland.

Catholicism

Catholics make up a relatively small part of the population. However, in fact, only a few of them attend Holy Mass every Sunday. Today there are several church districts in the country, about 1.6 thousand church parishes and more than 800 pastoral centers.

Protestantism

Protestantism became widespread at the end of the Joseon dynasty, relying on educational institutions and hospitals. There are still many hospitals, schools and institutes that preach Christianity. Religion is developed in South Korea today. It seems that Protestant churches compete with each other in terms of location and beauty of decoration. Some of them are even located on skyscrapers.

Buddhism

This religion in Korea has its own peculiarities. Most of the believers united in the order of Choge, which appeared almost a thousand years ago on the basis of Chan Buddhist trends. This community publishes publications, and also has a university in the capital. In 1994, the current united almost 2 thousand churches, 10 thousand priests. The Choge Order is considered a traditional and official Buddhist community.

It is also the main religion of Korea, which is especially developed in the eastern regions – Yonamme and Gangwon-do. There, adherents of Buddhism make up half of the local believers. There are schools of Buddhism, including the Dream School. To spread the faith, communities create their own centers in cities. The programs include the principles of ceremonies, the study of meditation and sutras, and the understanding of the Dharma. Night and day meditations are carried out in the centers, charity activities are carried out.

Some Koreans do not call themselves Buddhists, but adhere to the corresponding views. Many of those who choose this belief do not always take the precepts of Buddhism seriously and rarely look into temples. However, almost all residents of the country participate in the Buddha's Birthday celebration, which is celebrated in May.

On the eve of a kind of subbotniks are held, which are organized by temples. The participants of the festival create numerous paper lanterns in the form of a lotus. Already a month before the Buddha's birthday, they are hung everywhere – not only in temples, but also on the streets. A solemn procession and folk festivities are held at the Choges Temple.

Branches of Buddhism

This main religion of Korea was developed in the young syncretic currents – Cheongdog and won-Buddhism. According to cheongdoga, with the help of discipline and self-improvement, one can achieve divine virtues. Such person is able to influence the world around them without making much effort. Cheongdoga claims that heaven is on earth, and not in another world at all. The teaching says that man is God, and therefore everyone is equal. The belief influenced the modernization of the country.

In South Korea, the won-Buddhism religion originated in the XX century. Its founder is considered to be Sodesan, who is revered as a modern Buddha. The Buddhist order has its headquarters in Iksan, many temples (about 400). There are also premises that are used for charity, medical programs, education, industry.

The main goal of won Buddhism is the development of spirituality and the achievement of the common good. Won Buddhism is aimed at helping people to find inner forces (equal to the Buddha) and free themselves from external influences. Training programs, services, rituals and recommendations are designed to accompany them on this path.

Shamanism

Are you wondering which religion is the most ancient in Korea? It is safe to talk about shamanism, which does not have a clearly defined beginning in time. Gradually, Buddhism began to influence them. Many ceremonies are still held in the country. The largest local association of shamans unites 100 thousand people. Rituals (kutas) have been preserved, which differ in details taking into account the region.

However, Korean shamanism, unlike Buddhism or Christianity, does not have the status of a religion, but if we remember that religion is a combination of three components (priest, ritual, community), then shamanism is a belief. Adherents of shamanism believe that shamans are able to predict the future and calm dead souls. They are often approached before entering into a marriage union or opening a business.

Confucianism

For a long time, Confucianism played a major role, as we know, which resonated with the people. The religious direction gave a new impetus to the cult of ancestors. This ideological system is strongly reflected in the minds of local residents. Its echoes are visible in numerous events, traditions and lifestyle. There are more than 200 hyangge in the country – the so-called Confucian academies with sanctuaries. They teach traditional values and manners within their walls. They are also trying to combine Confucian ideals with the tasks that the modern world puts forward. Confucian teaching has lost its role, but the way of thinking has remained.

- Koreans respect old age.
- They respect education and self-improvement.
- They adhere to the social hierarchy.
- Idealize the past.

There is no Confucian church, but organizations are active. Commemorative ceremonies and rituals are held to commemorate the ancestors. If we talk about which religion in Korea has most influenced the way of life, it will be primarily Confucianism.

The neighborhood of different beliefs

The complicated history of Korea and attempts to reconcile different religions have led to the fact that most of the population considers themselves atheists, but even such long-standing opponents as Buddhism and Christianity never stoop to open hostilities. The fight takes place on the principles of equal rivalry, competition, in an atmosphere of calm, which is cherished by every inhabitant of the country of "Morning Freshness".

Chapter 2:

Miracles of the South Korean Economy and Development

The rapid development of the economy of the Republic of Korea in the 90s, which was called the "Miracle on the Hangang River", turned the Republic of Korea from an agrarian, war-torn country into a steadily growing, high-tech economy. However, according to a report by the Hyundai Research Institute, the potential growth rate of the Korean economy has decreased from 3.9% to 3.2% over the past 10 years. Thus, the potential growth rates of national production decreased to 4.4% compared to 8.9% in 1991, 7.9% in 2000 and 5.8% in 2010. There is a decrease in productivity and growth rates of high-tech production from 6.0% in 2006, to 4.3% in 2010 and to 2.1% in 2016. Productivity in the service sector is also declining from 7.8% in 1991 to 2.9% in 2011.

The Republic of Korea has not been able to reach the pre-crisis level of economic growth. In 2015, the country's real GDP decreased from \$1.41 trillion in 2014 to \$1.38 trillion. In this regard, the Korean government faces a serious task to maintain the country's GDP growth rate, as well as to search for new sources of economic growth. By 2012, it became clear that in order to recover to the crisis growth rates, it was necessary to revise the state policy related to the support of large national Chaebol companies.

In 2013, with the coming to power of the new president Park Geun-hye, the economic policy of the state was partially revised, and emphasis was placed on the development of small and medium-sized enterprises, which in the future should create a favourable environment for the development of innovation. Innovative development of the Republic of Korea is the main point of the Creative Economy program adopted in 2013. The general guidelines of domestic policy were outlined in the inaugural speech in February 2013, in which measures were announced to support small and medium-sized enterprises, create new jobs and improve the welfare of the population. In the economic program of the President of the Republic of Korea, Park Geun-hye, priority is given to the problems of socio-economic development. This is not only because the increase in economic problems associated with the global financial crisis goes hand in hand with the aggravation of the socio-economic situation in the country.

Since the 2000s, the innovative development of the economy of the Republic of Korea has been a priority. Lacking a sufficient raw material base, innovation is seen as the main incentive for the development and prosperity of the Korean economy, and this is actually the basis of the state's economic policy. The main directions of innovation policy were laid down in the 90s in the state development programs of the Republic of Korea. Thus, the Vision 2025 program adopted by the Government in 1999 includes the

main stages of innovative scientific and technical development of the Republic of Korea until 2025.

The modern economic model in Korea began to be built after the end of the Korean War. When, in the 50-60s of the 20th century, the Korean government chose a course for import substitution, and then the development of exports, from this point of view, the second five-year economic development plan of the Republic of Korea (1967-1971), developed by the government of Park Chung Khi, became a turning point. The Government stimulated and supported the development of Chaebol, large national companies/conglomerates, as control over large business groups allowed state institutions to regulate economic processes, as well as provide them with financial, material, administrative and legal assistance. Chaebol have become for the government the most important tool for supporting and establishing national business in Korea, with the extreme underdevelopment of the domestic capital market, a weak stock market, and lack of investment activity on the part of foreign investors.

At the same time, priorities in the economic policy of the state are changing from the development of light labour-intensive industry, which does not require large investment costs for the creation of heavy and chemical industries. Already in 1966, the first state-funded research institute KIST (Korean Institute of Science and Technology) was established, its main task was to assist industry in the

application, study, adaptation and improvement of foreign technologies. The foundation for the development of knowledge-intensive and high-tech industries is also beginning to be laid, the KAIST Research Institute (Korean Advances Institute of Science and Technology) is becoming one of the examples of the implementation of state policy in the field of management and human resources development.

The key sectors of development are highlighted, for example, the electronic industry, which until then was not considered as strategic, but only as an export industry, a source of foreign currency. In 1969, the electronic industry became one of the priority industries, this was formalised in the "Act for the Promotion of the Electronic Industry". The Act gave large companies easy access to foreign capital and domestic loans, provided preferential taxation and priority in the development of infrastructure projects. By 1971, such large companies as LG Electronics, Daehan, Samsung and Daewoo were already operating in Korea.

The state set goals for companies to raise the level of the industry from simple assembly to a full production cycle, with their own production of basic components, and later to their own production of computer equipment.

It is important to note that from 1970 to 1990, Korean corporations, with the support of the state, created a powerful foundation in the research field, laid the

foundation for the development of modern production facilities, and successfully implemented a program in the field of education, which allowed them to grow their own highly qualified workforce. The main production management systems have been developed, largely designed for the national mentality in such areas as logistics and production management. By the early 90s, Chaebols had become the backbone of the Korean economy, which on the one hand allowed them to invest in long-term projects and scientific research, on the other hand significantly limited the scope of research.

The financial crisis of 1997 undoubtedly slowed down the evolution of Chaebols into high-tech corporations, and also revealed the main weak points of the South Korean economy. Uncontrolled provision of short-term loans led to the fact that the external debt of firms and banks in South Korea increased from \$18 billion in 1990 to \$110 billion in 1997. This was followed by the bankruptcy of the largest firms. At the same time, the gold and foreign exchange reserves of the Bank of Korea amounted to only \$30.5 billion. The way out of the crisis turned out to be painful not only for the majority of Korean hospitals, but for the entire Korean society as a whole. The crisis also showed the necessity of adjusting the economic policy of the state and the role of Chaebols in this process.

By the mid-1990s, it became clear that Korean corporations had reached the limit of using innovative

imitation, or creative modification of foreign technologies, and were ready to produce products for certain markets, taking into account the peculiarities and specifics of these markets, they reached the level of TNCs of developed countries. The need to create their own innovations was conditioned by the preservation of competitiveness in foreign markets. In this regard, Korean corporations began to engage in independent innovation activities. For this purpose, state mechanisms in the field of education and research activities have also been adjusted. Several dozen universities have been transformed into research institutes, fundamental research at universities has been prioritised, international research activities and the involvement of highly qualified specialists from abroad, including the research activities of corporations themselves, have become widespread. As a result, the number of researchers has more than doubled, from 21,332 in 1990 to 51,162 in 1998. In addition, Korea tried to apply the experience of the United States. To finance the training of highly qualified specialists, the Korean Science and Technology Fund was established with a budget of more than \$1 million. With its help, Scientific research centres and Technical Research Centres were established in the leading universities of the country. Korea also borrowed the basic principles of regulating US patent activity, and in 1997 the Intellectual Property Office (KIPO) was established, which is considered one of the most effective in the world. Patent policy stimulated the development of small businesses and the capitalization of universities.

After Kim Tae-jun came to power and recovered from the Asian financial crisis, starting in 2000, technological and innovative development of the economy came out on top. The Government has identified 7 main sectors of the economy, for the development of which maximum efforts were made. From 2000 to 2005, the main areas were: fundamental sciences, computer science, biotechnology, the environment, new types of energy and materials.

Special attention is paid to the role of Chaebols in the development of knowledge-intensive industries. So after the adoption in September 1997 of the "Special Act on the Support of Venture Business", the four largest conglomerates – Samsung, Hyundai, LG and SK, and some others, such as Kolon, Ssangyong, Hanwha, Kumho and POSCO, began to take an active part in the implementation of innovative policies of the state. Since 1998, venture financing programs for small and medium-sized businesses have appeared. An example is the KOSBIE (Korea Small Business Innovation Research) program conducted in Korea, which made it possible to obtain technological insurance and preferential tax treatment. In 2004, total investments in the development of science and technology reached \$19 billion, which amounted to 2.85% of the country's GDP.

In February 2008, the new President of the Republic of Korea, Lee Myung-bak, was elected. In the context of high

energy prices and the high dependence of the Korean economy on energy imports, the new government faced the task of ensuring energy security, the issue of diversification of raw materials sources and the search for cheaper energy resources was raised. Within the framework of the announced government program "green growth", it was planned to develop renewable energy sources. The project, worth 50 billion won (\$320 million), included planting forests, cleaning rivers, building bicycle paths, railways, environmentally friendly houses and more rational energy consumption. In addition, it was supposed to create 950 thousand new jobs. For the greater economic effect of this course, provisions were adopted to reduce income tax by 2% and increase the threshold of tax deductions from 1 million won to 1.5 million won. In accordance with this program, the Republic of Korea undertakes to pay special attention to the development of solar and wind energy in order to enter the top five world leaders in the field of renewable energy in 2016. During the implementation of the Green Economy Plan, government spending on R&D increased by 11%, from 6.5% in 2002 to 17.5% in 2010. The number of patent applications has increased significantly: from 1,573 in 2000 to 9,639 in 2010. The number of people employed in the environmental sector increased from 184,000 in 2005 to 196,000 in 2009.

However, the new administration had to adjust its economic plans due to the negative impact of the global financial crisis on the economy of the Republic of Korea,

there was a threat of economic recession due to a decrease in consumer demand and export volumes. Exports in January 2009 decreased by 32.8% compared to January 2008, the volume of sales of consumer goods in December 2008 decreased by 7% compared to the same period last year. Special attention in the anti-crisis plan was given to large national Chaebol companies, since over the past 10 years, their role in the economic development of the country has greatly increased, this is evidenced by the fact that 90% of jobs were provided by large national companies. Such a strong monopolisation of markets had an extremely negative impact on medium and small businesses, due to the lack of opportunities for the latter to reduce costs in the short term and influence suppliers, therefore, during the crisis years, TNCs only strengthened their positions in the markets. The generally accepted practice among TNCs of acquiring successful small and medium-sized businesses not only in the manufacturing sector, but also in the service sector, forced the government to take a number of antitrust measures that promote the development of small and medium-sized businesses. As an example of such measures, it's possible to single out: preferential tariffs for the supply of equipment for R&D, exemption from military service for researchers. In December 2010, the Commission for the development of large and small companies was established, which analysed 234 business products, of which 82 were recognized as the most suitable for production by small and medium-sized enterprises. Large companies have received

recommendations to abandon the production of these products within three years. At the same time, the Fair Trade Commission stimulated TNCs to transfer a number of high-tech contracts to subcontractors from among small and medium-sized businesses.

Despite the fact that due to the global financial crisis, the government failed to achieve the announced growth rates of the national economy, and the average annual growth of the economy for 2007-2012 was no more than 2.9%, a number of important steps were taken in the field of innovation development aimed at long-term prospects.

One of the first steps of the new President of the Republic of Korea Park Geun-hye to initialise the creative economy was the creation of the Ministry of Science, Telecommunications and Future Planning (Ministry of Science, ICT and Future Planning, hereinafter - MSIP). In July 2013, MSIP released a Creative Economy Implementation Plan aimed at establishing and adapting a new paradigm. The plan describes three goals, six strategies and 24 tasks. The three main objectives include:

1. Creating new jobs and markets through the development of innovations
2. The formation of the Republic of Korea as a world leader in innovation

3. Creating a society in which creative thinking is a priority, in contrast to traditional conservative Korean thinking

Based on the Plan for the Implementation of the Creative Economy, a new five-year plan was published in 2013, called the Basic Plan for the Development of Science and Technology (2013-2017). The Basic Plan describes three main goals, including five strategies and 18 tasks. The main objectives are to:

1. Increase of R&D expenses up to 40%
2. Creation of 640,000 new jobs
3. Compliance with international standards of innovative economy
4. The Plan proposes the implementation of the following five strategies:
 1. Increasing investment in R&D and maximising efficiency (reaching the investment level of 92.4 trillion won in the period from 2013 to 2017 (35% more than in 2014)
 2. Strategic technology development. 30 priority and 120 strategically important technologies have been identified, including energy, eco-technologies, telecommunications and healthcare

3. Creation of medium, and long-term innovation resources by investing in the development of fundamental sciences and international exchange
4. Enhanced support for SMEs and venture enterprises in new industries, as well as stimulation of the creation and commercialization of intellectual property
5. Creation of new jobs in the field of science

As the Korean government has repeatedly noted, the Korean "Creative Economy" is aimed at stimulating entrepreneurship, attracting financing for new business projects, mainly in such areas as information and communication technologies. In this regard, at the international event "Foreign Investment Week 2015", held in Seoul in mid-October 2015, representatives of the presidential administration announced the so-called roadmap for the transition to a creative economy. The program "Production of Innovations 3.0" was announced, the task of which is to modernise the industry through the production of innovations.

Innovation 3.0 is largely built around the Internet of Things (IoT). This is a technology that allows you to connect operational data with physical objects, such as the products themselves. Korea wants to develop this technology and adapt it by creating devices for automated machines and other mass-produced goods. Also, the

Innovation 3.0 program will also be aimed at the development of the 5th generation of mobile technologies, i.e. the 5-G network. According to the 5-G program, the network was subjected to commercialization in 2020. The Innovation 3.0 program also identifies 13 major projects that potentially should become engines of growth of the Korean economy, and are aimed at creating a production ecosystem based on the Internet of Things (IoT) and other digital innovations. Advanced manufacturing processes within the new ecosystem will allow the production of a number of new innovative products, such as new materials, autonomous vehicles and robotics with health and safety functionality, and much more. Most of the ecosystem's projects will be aimed at modernising the manufacturing sector, which has served as the main engine of the Korean economy for more than half a century. Industries such as automotive, mechanical engineering, textile and electronics industries are facing increasing global competition and therefore they most need renewal to remain competitive. The government is also going to carry out a voluntary restructuring of such heavy industries as shipbuilding, petrochemical and steel industries, as at the moment these sectors are suffering from oversupply on world markets. According to the results of 2015, three leading shipbuilding companies in South Korea, which are also the top three in the world – Hyundai Heavy Industries (HHI), Samsung Heavy Industries (SHI), Daewoo Shipbuilding & Marine Engineering (DSME) suffered record losses of eight trillion won (about \$6.7 billion).

Korean Chaebols in other industries also faced fierce competition from Chinese manufacturers, which already occupy a significant part of the market for household appliances, monitors, mobile phones, chemical products, but are still lagging behind in the field of high technology. Some analysts believe that the time of large conglomerates has passed and the future of the Republic of Korea is in the hands of medium and small businesses in the fields of medical tourism and telecommunications innovations.

According to the Innovation 3.0 program, special attention will be paid to infrastructure and education. The government has already established 17 specialised centres for Creative Economy and Innovation (CCEI) across the country. The structure of the development of these centres is built in such a way that a certain large national company is responsible for each centre, which helps small and medium-sized companies to implement their innovative ideas and bring them to market.

The main source of state funding for the "creative economy" since 2013 has officially been the Korean Development Bank (Korea Development Bank, hereinafter referred to as the CBD). To finance projects related to the development of innovations, the CBD, together with the Industrial Bank of Korea (hereinafter referred to as PBK), has formed a Global Partner Fund of \$ 72.3 million, which will act as a strategic investor for other funds where

foreign venture capital will participate. In addition to state funding, within the framework of the state program for the development of the "creative economy", it is planned to widely attract other means of financing.

The Korean government, starting in the 70s, actively relied on and used Chaebol to implement state economic policy, instead providing assistance to large conglomerates in the form of concessional lending, various types of patronage, etc. After the adoption in September 1997 of the "Special Act on Venture Business Support", the four largest conglomerates - Samsung, Hyundai, LG Both SK and some others, such as Kolon, Ssangyong, Hanwha, Kumho and POSCO, began to take an active part in the implementation of innovative state policies. The government's plan to create a "Creative Economy" also pays special attention to Chaebols, and plays a leading role in creating the necessary infrastructure and financing. Each of the Chaebols chooses certain industries and is responsible for the development of technology parks and regional innovation clusters in these industries. Korean Chaebols, who are firmly entrenched in the top hundred innovative companies in the world rankings, have not only experience in managing innovation centres, but also in successfully launching innovative technologies to world markets. Thus, according to the rating of the Boston Consulting Group, in 2015 Samsung Group entered the top five most innovative companies in the world.

In total, 10 major conglomerates were selected to implement the government's goals, including Samsung Group, Hyundai Group, SK Holdings, Posco, Han Wha, LG Group, KEPCO, Lotte Group, S-Oil. All these companies are among the top 200 global companies in terms of profit for 2014, and have the necessary financial, managerial and infrastructure resources to fulfil the tasks set by the government. Korean companies widely use various means of financing promising companies and projects, among which internal venture funds and alliances with strategic venture enterprises can be highlighted. The company is the leader in the field of national innovative technologies Samsung Group, as well as number 13 among the world's companies in profitability, and number 5 among the world's companies in innovation, is the main engine for the development of innovative technologies in the field of telecommunications, consumer electronics, bioengineering, construction. Samsung Group is the largest company in Korea, its share in the total GDP of the Republic of Korea is up to 36%, of which 24% is accounted for by Samsung Electronics

The company owns a number of research centres, laboratories and foundations. By 2012, Samsung Electronics operated 10 innovation centres around the world, three of which are located in the United States, two in Europe, and the remaining five are located in developed Eastern countries – Japan, China and Israel. In 2013, a new Innovation centre in Silicon Valley and an American

venture fund of \$1 million were opened, which is directly related to the launch of the new Samsung program —Start-up Accelerator¹ (accelerator of new business launches) within the framework of the state program, which is aimed at software development. The centre's task is also to analyse the experience of Silicon Valley, and apply the best experience to open its own centres in Korea. In the Republic of Korea itself, within the framework of the state program for the creation of innovation economy centres, SamsungGroup has already opened 2 innovation centres in the cities of Daegu and Gumi.

In total, within the framework of the state program for the development of innovations, it was planned to create 17 specialised centres, each of which is under the jurisdiction of one of the Chaebols. So Hyundai Group, which owns Hyundai Technology Investment, which supports high-tech start-ups at early stages, and its own research institute (Hyundai Research Institute), opened an innovation research centre in Gwangju under the supervision of Hyundai Motors, and the innovation centre in Bundan belongs to KT Telecom.

Undoubtedly, the experience of the Republic of Korea in the field of innovation development shows how important the role of a well-thought-out state economic policy is to achieve the set results. According to the Ministry of Science, Telecommunications and Future Planning, the

Republic of Korea ranks first in R&D investment relative to GDP.

However, the Republic of Korea lags far behind developed countries in terms of the total volume of accumulated investments in R&D, as the Ministry notes, this is due to the fact that Developed countries have invested in R&D since the 70s about 2% of GDP, while the Republic of Korea began investing in R&D only in the late 90s. Thus, the amount of accumulated investments in R&D of the Republic of Korea is only about \$ 100 billion, while in the USA this amount is about \$ 700 billion.

It is important to note the special role of the state in the development of the innovative economy in the Republic of Korea, in addition to the correctly chosen direction of economic development, the state has also chosen and skillfully applied tools for implementing economic policy, starting with education reform, working out the legal framework and establishing financial instruments, such as various venture funds, as well as using the resources of large national companies. The experience of the Republic of Korea may be very much in demand from the point of view of using the resources of large national companies, as well as creating the necessary infrastructure and management structure. It is important to note that the Republic of Korea continues to reform education in the country in order to provide the necessary number of qualified personnel for the development of the "creative

economy", which is the next stage in the development of an innovative economy. Of course, at the moment it is still too early to judge the success of the creative economy project, since some analysts do not share the opinion of the Korean president regarding the functionality of such a wide involvement of Korean "Chaebols" in the development of small and medium-sized businesses in Korea. Critics argue that such a strong corporate mentality, which has been created by Korean companies for years, and on which generations of workers have been brought up, is not capable of having a positive impact on the development of medium and small businesses in Korea. Nevertheless, considering the macroeconomic indicators, it is clear that the growth of the Korean economy has resumed and, although it has not yet reached 5-7%, as planned, the positive dynamics is obvious, especially in conditions of instability of foreign markets.

Chapter 3:

Business in South Korea

South Korea has a high-tech industrial economy focused on foreign markets. The country has world-famous corporations, for example, Samsung, Hyundai Motor Company, SK Group, Korea Electric Power Corporation, LG Electronics and many others. South Korean universities provide high-quality education and train qualified specialists who not only fill vacancies in the local labour market, but also open a successful business.

Salaries in South Korea in many industries exceed the average European level. The state has excellent infrastructure, transparent laws and created optimal conditions for entrepreneurs, including from abroad. Business in South Korea for foreigners is an opportunity to enter major Asian markets and increase the competitiveness of their products. In fact, the law "On the Promotion of foreign Investment" has been in force in the country for 20 years, and local authorities are taking all necessary measures to attract foreign businessmen to their country.

How businesses operate in South Korea

A notable aspect of Korean culture is kibun, or pride, dignity, and face. Kibun is a concept of Korean culture and

social life, which permeates all spheres of society. It is directly related to pride, face or inner state. Koreans attach great importance to creating and maintaining an atmosphere of peace and harmony. In a business relationship, it is important not to offend another person's kibun. The manager should make sure not to injure the kibun of subordinates, and those, in turn, should show due respect so that the kibun of the head does not suffer. Foreigners should keep in mind the subtleties of communication and maintain an atmosphere of harmony all the time, even if it means embellishing reality in conversations with Korean partners.

Closely related to the concept of kibun is nunchi, the ability to determine the kibun of another person by observing his tone, facial expressions and gestures. Nunchi plays a huge role in the success of business negotiations. This concept is similar to the Western concept of social intelligence.

It is another important aspect of Korean culture, meaning inner strength, the ability to remain calm even in the most difficult situation. The leader who demonstrates it shows virtue and dignity. It can be found even in the teachings of Confucius:

"A noble husband always thinks about virtue. The commoner thinks about convenience."

Another valuable quality of a good leader is Jeongsin, which means perseverance, mental energy and fighting spirit. Several decades Korea lived in the shadow of Japan. Thanks to strong Jeongsin, they created their own, unique identity, which, judging by the success of Korean pop music and Korean drama, impressed the whole world.

Like the Japanese, Korean executives develop business relationships in bars. Since Koreans pay great attention to nonverbal communication, I will get on to this later in the book.

Koreans, like the Japanese, bow all the time. People who have a higher or more senior status bow less deeply, and subordinates bow more deeply. Westerners may be able to determine the relative status of Korean associates by observing the depth of their bows.

It is important to follow a special etiquette when exchanging business cards. Folding someone else's business card or putting it in a pocket or wallet is considered bad form. It will not be superfluous to make a "contribution" to a solid business card holder.

The Korean style of management is in many ways similar to the Japanese, as both were strongly influenced by the ideology of Confucianism. From 1910 to 1945, Korea was a Japanese colony. Both countries share a common cultural heritage, which are Confucianism and Buddhism. The

teachings of Confucius emphasise the importance of politeness, humility, obedience, submission and contribute to the strengthening of hierarchical, authoritarian and paternalistic culture in Korea. The organisational structure is significantly centralised, power is concentrated at the highest levels of management. The company is portrayed as a big friendly family, where the director or president plays the role of patriarch or father.

Korea has adopted a hierarchical and paternalistic approach to governance. Hofstede classified South Korea as a country with a relatively high level of distancing from power. This means that Korean culture maintains a hierarchy and that people are treated according to their seniority and social status. The manager must ensure the well-coordinated work of the team and good working relationships of its members. This concept of harmony between representatives of different levels is called *inva*. Managers should be fully interested in their subordinates, and they are obliged to show loyalty and obedience.

As in Japan, in Korea, leaders strive for consensus when it comes to decision-making. Thanks to consensus, responsibility is shared among all those who influence the adoption of a particular decision. According to Confucianism, the needs of a group are above the needs of an individual. This philosophy is widespread in Korean business. This collectivist approach also works in informal communication and networking. The corporate culture is

reflected in the sahun of the company, where the super-tasks, mission, core values and beliefs are listed. Sahun serves as a guide that both managers and subordinates should follow.

The process of establishing relationships resembles the Chinese principle of Guanxi. Firstly, there is inmec, that is, the system of social relations as a whole. Secondly, there are relationships based on kinship, university, school and local ties. Finally, yongzhul is a relationship that is established for personal gain and benefits. If people went to the same school or college, they have a special relationship. The relationship between sunbae (senior) and hubei (junior) is similar to the relationship between qianbei and houbai in China and senpai (senior) and kohai (junior) in Japan.

However, Koreans are more open to Western influence. Perhaps this chaebol is the result of internationalisation or conglomerates. The new generation of Koreans is increasingly adopting Western culture and requires a balance between work and personal life, as well as striving to self-actualize at work. Korean employees are usually more inclined to compromise style than their Western counterparts.

Features of doing business in South Korea

Today, thousands of migrant workers are trying to find work in South Korea, and some foreigners are interested in starting their own business. Of course, it is not easy to do this without the help of local specialists, lawyers, accountants, auditors. One of the main difficulties lies in the language barrier, business culture and mental differences of South Korean citizens. The adaptation process is quite difficult.

However, as in many other places, there are plenty of problems in the country. For example, the domestic political crisis of recent years, strained relations with some neighbouring countries, an ageing population, an inflexible labour market, youth unemployment, the monopoly of large corporations and high dependence on exports, which account for about 40% of GDP. Plus the growing pressure of regional competitors – Japan and China.

Despite all the socio-economic and political difficulties, a comfortable business environment remains in South Korea, which attracts hundreds of entrepreneurs and investors from all over the world. In part, this fact is confirmed by the well-known rating of the Doing Business agency, in which, as of 2022, South Korea ranks 5th out of 190 countries in terms of the availability of starting a business. This is the best result among all Asian countries after Singapore.

Business immigration to South Korea usually involves the preliminary opening of a special D-8 visa at the Korean diplomatic department. A foreigner's registration card must be issued within 90 days after arrival in South Korea. The minimum investment amount for obtaining a visa is 100 million won, which is equivalent to 89 thousand dollars. Depending on the type of business with a D-8 visa, it is allowed to stay in South Korea from 2 to 5 years. In the future, you can get permanent resident status (F-5 visa).

**Specific features of doing Business
in the Republic of Korea, including cultural aspects
and business customs**

Koreans approach the establishment of business relations differently than in Western countries. It is difficult or mostly impossible to establish contact by directly contacting a South Korean firm in writing. A personal meeting is desirable, which is better to arrange through an intermediary in advance. Your intermediary, who is well known to your future partners, will introduce your organisation, tell you about the offers, about your personal status at the company, etc.

It should be borne in mind that traditional Korean morality is strong in the Republic of Korea, according to which in interpersonal relations it is necessary to take into account the feelings of another, treat them based on their social status, age, respect their rights and be sincere in their

intentions. Traditional morality highly values personal communication and personal contact, without which it is impossible to solve any problem in Korea. That is why Koreans always insist on a personal meeting, even in cases when, from our point of view, a telephone conversation is enough. If you answer the request for a meeting evasively, it is possible that Koreans will appear in your office without prior agreement, since they may take your vague answer for willingness to meet.

Koreans, for the most part, are open, sociable, very polite and well-mannered people. Therefore, it would be appropriate to remember that a warm attitude towards you may not mean that you managed to interest your partners so much with your proposals. They are just being polite and you should respond in kind. Korean society is strictly hierarchical and highly authoritarian. The prestige of a person depends on the position and age and is often earned by hard work. Therefore, if a foreigner does not show proper respect, his chances of success will decrease. To do this, you need to clearly imagine the relationship of your own status with the status of a partner. This will be determined by your business cards, in which Korean businessmen will be interested not only in your name, but also in the organisation in which you work and your position. Speaking of names, we must remember that Koreans have the first syllable as a surname, and the next two are a personal name. Korean businessmen are considered to be very assertive and aggressive when

negotiating. Traditional upbringing and morality do not always allow us to move on to the problem to be solved. Usually negotiations, especially initial ones, have a long protocol part. However, unlike representatives of Japanese companies, Koreans are not inclined to discuss minor issues for a long time in an effort to ensure a smooth transition to the main issue. Korean businessmen are characterised by clarity in the expression of problems and ways to solve them.

Koreans are not used to openly expressing disagreement with a partner, to prove him wrong, and the same is expected from the interlocutors. When communicating with Korean businessmen, you should not use the expressions "we need to think", "it will not be so easy to solve this issue", etc., since this is perceived by them not as a willingness to make long-term efforts to find out the possibilities of implementing the idea, but as a statement of its unacceptability at this stage.

The norms of business life should include, for example, notices of movements sent to permanent partners, letters of thanks, which after visits are sent to everyone with whom meetings were held. At the first meeting, it is customary to exchange souvenirs, the purpose of which is to attract the attention of this company to a potential partner.

Translation difficulties

Koreans prefer to negotiate with foreign partners in English, but at the same time, the nature of their thinking often contradicts the language of other people. Koreans strive for specific categories and logical consistency. At the same time, it is difficult to understand whether the Korean partners fully understand you and whether something else needs to be clarified. If you decide to establish business contacts with companies from the Republic of Korea, then get ready to negotiate with them through an intermediary who knows you and your partners and will be able to arrange a meeting. Language and cultural barriers, peculiarities of financial & customs legislation, specifics of negotiations and contracts, and this is not a complete list of problems that an intermediary will help you solve.

When communicating with Korean partners, there may be many difficulties associated with differences in the culture and mentality of an Oriental and a European person. Elementary ignorance of any rules, traditions, etiquette can result in a breakdown of the transaction. Using the services of an intermediary, this can be avoided, and one more thing: remember that without personal communication with representatives of a South Korean company, problems cannot be solved. Telephone conversations, no matter how long and successful they are, will not lead to a positive solution to the issue. Despite the fact that electronic commerce is flourishing today, personal communication in Korea is given great

importance, especially at the initial stage of concluding international transactions.

At the beginning of the negotiations, you should introduce all the participants from your side and offer the same to the guests. You should ask in advance how best to build a conversation, and give everyone the opportunity to speak out, ask questions.

Direct questions about age and marital status are considered natural at the first meeting, as this allows partners to have a more complete picture of their interlocutor. At the negotiations, immediately after the end of the protocol part, they proceed to the main business issues. The conversation is conducted aggressively, articulating their positions clearly. They will not convince you of the fallacy of your views and they will not openly express their disagreement with your opinion.

While in Korea, always show respect for your elders by age and position. Until the elder sits down at the table and starts eating, it is not supposed to eat. When he gets up from the table, the meal stops. Reverence for age, for the wisdom of elders has always been a characteristic feature of Korean culture. Businessmen in this country are respected people, accustomed to respectful attitude, therefore, the level of reception of the Korean delegation should correspond not only to the official status of its head, but also to his moral authority.

Startups

The formation of Korean business history is similar to the dynamics of the development of most startups. The sixties: South Korea is one of the poorest countries in the Asian region, today: South Korea has broken into the top four countries with a high level of favourable business conditions, more than half of the country's citizens are employed in the service sector, and the country's economy is supported by huge transport (Hyundai) and mobile (Samsung, LG) corporations. What giant steps has South Korea taken this half-century path?

Behind the economic miracle are billions of dollars invested in the construction of a new type of financial system. The South Korean government is obsessed with the idea of building a "creative economy", an ever-growing and updating domestic market for unique projects. Korea has enough new ideas ready to be translated into products, it is in the top countries in terms of the number of patents per capita. The market of goods and services is being helped to grow by foreigners bringing their money and intellectual products here.

Why do startups go to South Korea?

Comfortable business conditions attract startup founders from all over the world. Here they find the support of the Korean government, developed infrastructure, constant growth of venture capital and numerous accelerator programs.

The saturation of the market with advanced products has done its job, the Korean audience has become sophisticated, experienced and capricious. Startups and marketers are confident that the project, which has gained public recognition in South Korea, can be safely brought to new markets, the test of scepticism has been passed.

The widespread use of gadgets and high-speed Internet allows you to quickly assess the success of mobile applications or services. If Koreans like the project, you can count on millions of users in a couple of days. User reactions and the number of downloads will instantly tell about the prospects of a mobile startup. In other countries, you can wait for a reaction for years.

Promising areas

Mobile applications are a popular direction for creating a business in South Korea. What other areas can count on support? Information technologies, medicine and biotechnologies, robotics and the creation of new generation building materials are among the national priorities.

However, the main trends are still emerging in the digital content environment, a significant share of which is occupied by online games. The mobile games market is expanding daily, and so far experts do not dare even to assume the points of its saturation. In addition to games, much attention is paid to the development of messengers, banking or financial applications, as well as the creation of platforms for online stores. Experts do not recommend going to South Korea with discount mobile application projects or goods delivery services, where the supply and demand have already equaled.

An unoccupied niche is the B2B market. All major startups are aimed at consumer markets, promising B2B projects are practically absent. Aspiring entrepreneurs can act without regard for competitors, creating startups for the interaction of business structures.

Where does the funding come from?

The founders of startups can count on the active support of South Korean venture funds, investment companies, investing large sums in young projects. The volume of the Korean venture capital market is steadily increasing and already exceeds two billion dollars. The dynamics are supported by the state, which is vigorously co-financing venture operations. The fact is that South Korea is striving to increase its presence in the global market through the creation of a multifaceted venture ecosystem.

KOISRA Seed Partners is one of the key venture funds in South Korea, which has been present on the market for a decade and has a reliable reputation. Today, KOISRA Seed Partners invests more than \$30 million annually in startups. The foundation's areas of interest are cloud computing, big data, 3D printing, cybersecurity and biotechnology. To apply, you need to live in Korea, be fluent in English and work on a business project founded by at least two founders. Selected startups receive funding, free coworking space, the opportunity to receive advice from successful entrepreneurs, recommendations for investors and partners, assistance in developing a strategy for entering the global market.

Capstone is a venture fund that has been operating since 2008 and has managed to finance almost a hundred successful startups. The volume of investments starts from one hundred thousand dollars and ends with five million. The lion's share of the portfolio is intended for game creators, and original Internet services also have high chances of investment.

Strong Ventures is a young company that cooperates with startups of the initial stage. Offers novice entrepreneurs investments from ten to two hundred thousand dollars in exchange for owning a share of the company (from 1% to 30%). Strong Ventures is willing to invest in mobile software and fintech concepts: money transfer applications, crowdfunding portals, online lending tools. The Foundation accepts project applications by email

(info@strongvc.com) and draws attention to the fact that the organisers do not read resumes longer than three sheets. The task of startups is to succinctly tell about themselves and their ideas.

CCVC is a venture fund and accelerator that actively interacts with startups at the seed or early stage of development. CCVC is interested in the software and IT sphere. The Foundation has helped dozens of startups grow, ranging from mobile games and online shopping platforms to projects related to the Internet of Things (Internet of Thing) and big data (big data). Startups undergo a multi-stage competitive selection, the best are invited to six-month IT design courses and get access to all the necessary infrastructure.

Altos Ventures is a venture fund that prefers to work with projects that are at the idea level. The foundation's team has chosen an intensive development path, to finance a small number of startups, but with large sums. Today Altos Ventures has invested more than sixty million dollars in 65 projects. The Fund prefers to work with the fast-growing software market and the IT sector.

Smilegate Investment is a venture offshoot of the gaming giant Smilegate. The company sponsors or acquires promising players in the digital content market: online games and applications. Smilegate Investment's area of interest also includes projects related to the environment and renewable energy sources.

SL Investment - startups at all stages of development can apply to this fund for investments. SL Investment focuses on biotechnology, mobile business and next-generation consumer products. The foundation is particularly loyal to "green" projects aimed at protecting the environment.

Acceleration programs

The task of acceleration programs is to help startups grow into large business projects. Accelerators help not only financially, but also through expert, organisational and infrastructural support, receiving in return a share in the company's capital. There are many acceleration programs in South Korea that are ready to invest their financial and educational resources in promising projects.

Kstartup is a major startup accelerator in South Korea, providing seminars, educational courses, participation in exhibitions and recommendations for attracting investors to aspiring entrepreneurs. In 2016, applications will be accepted in March, the best projects will receive initial funding, equipped work sites and expert support.

Samsung Accelerator is an innovative division of Samsung that invests in start-up projects. The accelerator provides startup teams with finance and access to the engineering system. Aspiring inventors and entrepreneurs can freely communicate with experts. Samsung Accelerator emphasises the focus on autonomous development of startups, but most of the projects that have grown up

under the wing of Samsung will become part of the corporation in the future.

SK Planet is part of the telecommunications giant Seoul, preferring to invest in the development of projects at late stages. Among the priorities are communication, information technology, marketing communications.

Future Play is an accelerator that offers not only development assistance for young projects, but also organises regular six-month programs to create successful startups from scratch: from an idea to a business plan. The accelerator offers financing, patent support, expert advice and spacious workplaces equipped with advanced tools (including a 3D printer).

Bootstrap Labs is a unique program founded by already successful startups. "We know firsthand what aspiring entrepreneurs have to face: what global problems they face, what kind of help they need, why many people leave ideas unrealized. We have gone through this and are ripe to invest, first of all, in promising people, and not in profitable projects," the founders of Bootstrap Labs say.

Daedeok Innopolis is a Korean "IT town" with more than twenty laboratories and more than forty research centres. Daedeok Innopolis is called the "heart of the creative economy". This place attracts aspiring entrepreneurs due to the uniquely high concentration of scientific, technological and human resources. The number of patents created in Daedeok Innopolis exceeds ten

thousand. Teams working on IT startups receive tax benefits, expert support and access to cooperation with scientific and investor groups. Startups are surrounded by convenient infrastructure: housing of various formats, transport within the town, a library, fitness halls, hospitals, even exhibition and concert halls.

Startup infrastructure: hubs and coworking

Many hubs and coworking facilities have been opened in South Korea, providing teams of enthusiasts with the necessary areas and tools for work.

Maru180 is a shopping centre located in Seoul, offering young entrepreneurs to rent premises and use the latest equipment: smartphones, tablets, computers, virtual reality devices. Maru180 regularly conducts trainings and business classes for its wards. Coworking accepts rental applications from teams in May and November.

Startup Alliance is a multi-project, the origins of which are several players: the government, large conglomerates of South Korea, scientific authorities and IT gurus. Startups get working spaces, the necessary infrastructure and start-up capital. Startup Alliance pays a lot of attention to the educational side of the process, well-known speakers regularly speak here and international conferences are held.

D-Camp is a large coworking platform in Seoul, offering technical and office sites, development programs and

access to venture capital. D-Camp members organise round tables where they discuss each other's projects and share ideas. Dozens of events are held in coworking every month.

Intel Innovation is Intel's Seoul campus, cooperating with developers of computer software and mobile applications, equipped with the latest technology.

Seoul Global Centre is an innovation centre positioning itself as a leading business hub in North Asia. Provides startups with comprehensive technical, marketing and organisational support. On the basis of the centre there are mini-offices of Korean and foreign venture funds, allowing entrepreneurs to work on projects and receive financial support in one place.

There are 4 main forms of business in the country for foreign businesses:

Individual entrepreneurs

Since 2012, this category of businessmen has ceased to be recognized by foreign investors. This means that citizens who have residence visas or who have married a resident of the country can register as an entrepreneur, but will be considered a local firm, without foreign capital.

Corporations (foreign investors)

The amount of investment in the company must be at least 100 million won per person. If there are several founders, then every businessman should allocate such an amount.

Foreign branches

A foreign company can open its branch in the Republic after going through all the necessary registration procedure. This form of business is taxed in the same way as local businesses.

Communication services

Such organisations can only carry out non-commercial activities. They are not allowed to export/import goods, as well as their storage and sale. As for corporations, they are divided into:

Joint-stock companies

They may have one or more founders, more than three directors (they may be foreigners). Investments are limited, and the board of directors must consist of at least 3 people. Limited Liability Corporations (Yuhan Hoesa). There can be up to 50 founders who, together with the director, can be foreigners. At the same time, the board of directors may not be created. General Partnerships (Hapja Hoesa). The members of such a community bear both limited and unlimited responsibility. The former can invest and

distribute dividends. The second is to manage the company and be its representatives.

Partnerships with unlimited liability

The participants of such an enterprise are fully responsible for its activities. The rights of the corporation can only be transferred with the approval of all co-founders.

Pros and cons of doing business in South Korea

Analysing all the nuances and features of doing business in the Republic, the following advantages of creating your own business in the country can be identified:

- Ease of registration – all actions can be performed in one system Online; practical absence of bureaucracy
- Equal rights for foreigners and residents of the country
- Simplified accounting system
- Ample opportunities for investment

As for the disadvantages, they are:

- The difference in mentality and business culture
- Difficulties with entering the Korean market in the absence of connections

- The interest of Koreans only in fast-paying projects
- Fierce competition for large businesses, since the country has its own leaders
- Language barrier.

It is quite possible to create your own business or find partners for long-term cooperation in South Korea. The main thing is to assess all possible risks and understand the peculiarities of the business culture in South Korea.

Chapter 4:

Business Etiquette

Business communication is a complex multidimensional process of developing contacts between people in the service sphere. Its participants perform in official statuses and are focused on achieving goals and specific tasks. A specific feature of this process is regularity, i.e. subordination to the established restrictions, which are determined by national and cultural traditions, professional ethical principles.

There are known "written" and "unwritten" norms of behaviour in a particular situation of official contact. The accepted procedure and form of treatment in the service is called business etiquette. Its main function is the formation of rules that promote mutual understanding of people. The second most important is the convenience function, i.e. expediency and practicality.

Modern globalisation contributes to the expansion and strengthening of international relations, which is especially significant in the field of business. A number of Asian countries, including South Korea, play an important role in the global economy. South Korea is one of the most dynamically developing economies. An export-oriented economy, a clear development plan and a nation of talented entrepreneurs, all these factors contribute to GDP

growth as much as possible. As of 2006, the economy of South Korea was the 14th in the world in terms of gross domestic product (purchasing power parity) and the 10th in the world in terms of nominal GDP. Gross national product per capita has grown from US\$ 100 in 1963 to more than US\$ 20,000 in 2005.

Due to the influence of South Korea on the world market, it is necessary to carefully study the norms of behaviour and business communication in this country, which will help to successfully negotiate with Korean partners.

Modern Korea is among the most successful economies in the world (GDP per capita in 2020 was more than \$30,000), is a leader in such areas as high-tech and shipbuilding, and is one of the leading Asian financial centres. The impressive rates of economic growth, in my opinion, were due, among other things, to the peculiarities of the millennial Korean culture. Those who want to establish business relations with Korea should definitely take this into account.

Negotiations

Respect for age and status are very important in Korean culture, with hierarchy affecting all aspects of social interactions. Everyone has a role in society as a result of hierarchy - therefore it is vital to respect it. Koreans are most comfortable interacting with someone they consider their equal. Status is largely determined by someone's role

in an organisation, which organisation they work for, which university they went to and their marital status.

Korea's business culture is unique in Northeast Asia. The behaviour of the Koreans in the negotiations is in many ways similar to the behaviour of the Chinese and Japanese, but it also has its key differences. The most significant of them is that Korean businessmen can be more direct and at times more confrontational than the Chinese and especially the Japanese.

First contact

It is always necessary to organise a formal acquaintance with each other. If you try to establish direct contact with a company or a person you don't know, nothing will come of it. It is best to seek help from a respected person or organisation of high status, well known to both you and your Korean colleague. In Korea, the right connections are vital.

Relationships

Establishing mutual understanding is an important part of running a successful business. Close acquaintance with your local colleagues is a good basis for successful discussions. Maintaining an even relationship is also crucial; acquaintance and the establishment of an

atmosphere of mutual understanding can occur during meals, over cocktails and during other entertainment.

Relation to time

Most Korean companies value punctuality and adherence to schedules. However, due to traffic jams, your local colleagues may sometimes be late for meetings. It would be rude to show annoyance at such an inevitable delay. Smaller firms are more loyal to time and punctuality.

Hierarchy, status and tender

Korean society is vertical, with a strict hierarchy. It is necessary to show respect for people of high status, including the elderly, in the high rank of employees of the company. Young subordinates are expected to respect their elders both in age and position.

In general, young foreigners are likely to face significant cultural obstacles when conducting business transactions with Korean clients. Here are some practical tips for young businessmen, as well as for businesswomen of any age:

1. It is necessary to arrange for you to be introduced to the local call logs (in person, by phone or by letter) by the most senior representative of the company.

2. After you have been introduced, present your business card, on which your position, functions performed, as well as academic degrees, penalties and professional data should be clearly written. During the preliminary conversation, find an opportunity to mention your position, rank, experience and professional qualifications. This should be done without a hint of arrogance or bragging. Experience and track record are respected in this culture.
3. Any colleague or person accompanying you should also refer to your position, thereby emphasising who is higher in rank. If you are the head of the delegation, and your subordinate is approached by local colleagues, you should answer. The subordinate should turn to you and wait for your answer.
4. Familiarise yourself with all verbal, paraverbal and non-verbal means of showing respect to your older Korean colleagues. A respectful attitude on your part creates an appropriate attitude towards you.
5. Pay close attention to the paraverbal and non-verbal signals that come from those sitting on the other side of the negotiating table. Women often understand better body language than men. Take advantage of it, it can serve you well in negotiations with Koreans, who often resort to non-verbal communication. Moreover, Koreans

respect those foreigners who correctly interpret and project their body language.

As more and more women occupy leadership positions in Korean companies, women in business may feel more confident. A good sign in this regard was the establishment of an MBA program for women in South Korea. Another sign was the opening of the Ministry of Tender Equality (gender equality). Thus, one of the male-dominated societies is developing towards equality for women, who make up half of the population.

Koreans are very sensitive to humiliation. Even if your local colleague sometimes uses confrontational tactics, stay calm, do not react. Instead, try to maintain harmony all the time, even in conditions of provocation. Although Korean businessmen are more confrontational than Chinese or Japanese, it is maintaining harmony that helps to move in the desired direction.

Smooth interpersonal relationships will help you avoid violating the kibuna of Koreans. This term is usually translated as "mood", but it is more complex than it seems at first glance. Violating a Korean's kibun worsens his mood and complicates reaching an agreement. Veterans of negotiations with the Koreans say that calmness, not a demonstration of irritation or anger, is the best way to achieve the goal.

Respect is connected with self-respect, dignity, and reputation. If respect is lost, even unintentionally, it can ruin negotiations. If you use polite forms of address and observe local customs and traditions, this contributes to the growth of respect for you from local partners.

If you made a minor mistake, apologise modestly. If the error was serious, it may be irreparable, but a respectable third party should come to your aid, for example, the person or organisation that introduced you to your Korean colleagues. It is she who can intervene and smooth out all the rough edges in the relationship.

Verbal communication

Most Koreans can control their emotions and hide their real feelings. While Germans are known all over the world for their directness in communication, Koreans often resort to indirect, evasive statements in order to reduce the risk of offending others. For example, in order not to offend the other side, Koreans rarely use the word "no". At the surface level, harmony is preserved, but the clarity of the statement is lost. Koreans, in turn, expect their colleagues to weaken outright criticism and unnecessary sharpness. Although Koreans are more direct than the Japanese, they are very sensitive to humiliation.

Business protocol

Clothes

Visitors should be dressed in such a way as to show your respect to a local colleague. For the first meeting - dark suit, white shirt, conservative tie for men. Then you will see how your local partners dress up. Women should also dress conservatively.

Acquaintance

In Korea, meetings do not happen by chance. You must be formally introduced to a business colleague.

Meeting and greeting

A bow and moderate eye contact, often a handshake. Respond in kind before the exchange of business cards begins.

Forms of treatment

Korean names usually consist of a surname, for which is followed by two (sometimes one) names. Address your partner by the last name "Mr. Kim". For example, "President Kim" or "Director Park". You may never need the name of your local colleague.

Exchange of business cards

The exchange of business cards is an essential part of initial meetings. It allows Koreans to quickly determine their counterpart's all-important position, title and rank. Accept business cards with two hands. Hand it with your right hand or with your right, whose elbow you support with your left. Carefully examine the business card handed to you, then put it in a leather case. At an official meeting, put it on the negotiating table in front of you, and after the meeting, respectfully put it in a leather case.

Exchange of gifts

If you are meeting with your colleague in his office, take a gift with you if you have just arrived from abroad. If you have received an invitation to a Korean house, always go there with a gift. Souvenirs from your country or region, expensive cognac or whiskey will be a decent gift. The recipient will probably put it aside and open it later. Accept gifts with both hands too and open them later.

Note though, it is inconsiderate to give someone an expensive gift if you know that they cannot afford to reciprocate accordingly. Gifts should always be wrapped nicely in red or yellow paper, as these are royal colours. Alternatively, you can use colours that represent happiness: yellow or pink. Never sign a card in red ink or use green, white or black wrapping paper. If you're invited to a Korean's home then you should take gifts such as fruit,

good quality chocolates or flowers and present the gift with two hands.

Behaviour during negotiations

Organisation of presentations

Don't start your presentation with a joke or anecdote. This will indicate a lack of respect for the topic of conversation and for the audience. It is necessary to speak clearly and simply. Prepare visual aids, especially if we are talking about numbers.

Trading range

When calculating your initial offer, leave room for trade and concessions. In this way, if necessary, you will be able to concede, requiring, of course, an equivalent concession in return.

Decision-making

Be patient. Big decisions are made at the top of Korean companies, and the main performers are very busy people.

The role of the contract

For Koreans, a written agreement is less important than the strength of the relationship between the two sides. For

them, a contract is an expression of intent. If circumstances change, the Korean side may wish to revise the contract. Remember, renegotiating the terms of the agreement can work both ways. If your Korean partners insist on changing some article of the contract in their favour, think about demanding to change another article in their favour.

Features of Business Etiquette

When establishing business ties with Koreans, it is important to enlist the support of a third party, someone who can introduce you. To organise the first meeting, it is better to invite an intermediary who your future partners know well, it is he who should introduce your company and tell you about the prospects for cooperation. If you try to contact someone directly, it is likely to cause misunderstanding or even suspicion.

Korean society is a Confucian hierarchical system in which social status is of great importance. Korean business works the same way. Each employee correlates his position in the company with his place in society and the world. In addition, personal connections are of great importance in Korea. The best way to get ahead in business is to build an extensive network of contacts. Employees value loyalty to management. Promotions are often not given to the most talented, but to the most dedicated.

The ability to determine a person's position in a complex hierarchical system is an important condition for building effective communication with Korean partners. In business communication, it is customary to address each other using the surname and position: "Hello, President Kim! Of course, Koreans also perceive Western style ("Hello, Mr. Park!"), but they will certainly appreciate your desire to join their traditions. So if you are introduced to a Korean, stand up to greet him, shake his hand and bow slightly (courteously, but not as deeply as is customary among the Japanese).

Business cards are an integral part of Korean business culture. If in the West you can already do without them, then in Korea the exchange of business cards is a kind of ritual that allows interlocutors to assess each other's position and social status. You need to take the card with both hands. Treat it carefully, in no case put it in your pocket - this will show your disrespect for your partner.

Negotiation tactics

Koreans pay great attention to education, as it is a powerful social elevator. A diploma from Seoul National University (SNU) practically guarantees a successful career in business or government. Educational institutions use a rating system, which since childhood brings up in Koreans a competitive spirit and the desire to be the best. That is

why, getting to the negotiating table, the Koreans will rigidly defend the interests of their company.

The outward gentleness and demonstrative politeness of Koreans can be misleading, for example, as I said earlier, they rarely use the word "no", however the point is not at all in the pliability of the Korean negotiators, but in the fact that it is considered impolite. If you have not agreed on something, you will be refused in an indirect way. For example, a Korean banker, instead of simply refusing you a loan, will make its terms so unprofitable that you yourself will not want to accept them.

Get ready for the fact that the Korean side will have more people than you. Taking advantage of numerical superiority, the Koreans will try to take the initiative of negotiations into their own hands. I would rate the local negotiating style as aggressive and assertive. Koreans care about the result, not the atmosphere. Important questions here are almost always put by the edge.

You need to defend your position rigidly, but correctly. I recommend avoiding categorical formulations. Do not drive your opponent into a corner, leave room for manoeuvre so that he or she can save face in the eyes of colleagues. Never question the competence of the opponent, even if you understand that they are not very well versed in the issue. You need to express your point of view delicately, when correcting the interlocutor. When

starting negotiations, do not show that you are in a hurry and in no case tell when exactly you plan to leave the country. The Koreans will not fail to use this information to delay the negotiations and force you in a hurry to agree to terms that are beneficial to them, not to you. Be prepared to spend as much time in the country as it takes to sign the contract.

If you are going to work with Koreans, prepare for the fact that they do not particularly respect written contracts. A contract is only a formal confirmation of a verbal agreement between the parties. Koreans prefer to come to general agreements and leave the discussion of details "for later".

Having concluded a written agreement, the Koreans will continue to manoeuvre, bargaining for better conditions. It is in constant negotiations, as it seems to me, that the essence of the Korean way of doing business lies. When planning to enter the Korean market, keep in mind that you will have to fly to Seoul very often.

Restaurants in South Korea

Informal meetings in a bar and restaurant are perceived by Koreans not as a rest, but as a continuation of business communication. Expensive and prestigious restaurants are considered the best place for business meetings and conversations. There are four cuisines in Korea: Japanese,

Chinese, Korean and European. Japanese cuisine is the most expensive. Visiting such a restaurant in Seoul will cost a considerable amount and will indicate that you are ranked among the elite, since you can afford such pleasure. Next in the restaurant report card is Chinese cuisine. Restaurants with European cuisine are distinguished by their decoration, fancy design and dim lighting. The menu in them is not very diverse. It is difficult for a European to get used to Korean cuisine. Rice is the basis of nutrition here. It is accompanied by numerous snacks served in small plates. A dish of sauerkraut "kimchi" is considered a mandatory decoration of the table.

A modern Korean citizen often visits restaurants, it is traditionally a place for business conversations, meetings and banquets. While eating, South Koreans use special long metal sticks and spoons. Forks are available in almost all Korean homes today, but small spoons for adding sugar to tea and coffee appeared relatively recently due to Western influence. Though tea, as I mentioned before, is practically not drunk in Korea. They prefer decoctions of herbal infusions (ginseng, ginger, cinnamon), citrus syrup, rice or barley broth, but coffee in Korea is a popular drink. Koreans prefer whiskey, cognac and vodka/soju from alcoholic beverages, rice wine and rice liqueur from traditional ones. It is not customary to tip in restaurants of the Republic of Korea. The calculation is not taken by the waiters, it is made at the checkout at the exit. The names

of dishes in Korean restaurants are indicated on a table that hangs on the wall.

What to NEVER do in South Korea

Leave chopsticks in the food.

It is not accepted to pierce food with chopsticks like a fork in the culture of the Korean people. So, it may be more convenient to eat, but the cook, if you are in a restaurant, or the hosts, if you are visiting, may be perceived as an insult. The exception is if you need to pinch a piece from a large dish. Moreover, chopsticks should not be left in an upright position on a plate, especially stuck in rice. Koreans associate it with death: at funerals and commemorations, a mandatory attribute is smoking sticks stuck in the sand. They are brought and lit in front of the portrait of the dead person. As for rice, it has a sacred meaning in culture. The symbolism is rooted in deep history where rice was, and still is, a symbol of how someone's life prosperity is measured. In essence, rice equates to "life".

Call someone with the palm up.

If you saw a familiar person and wanted to call him/her with a gesture, then keep in mind that in South Korea you can only call someone with your palm facing down. Palm up, as we are used to when we see a friend, wave from afar,

means come here, and Koreans use it to call dogs and other animals.

Write the name of a living person with red ink

As I said earlier, remember that the name of a Korean cannot be written in red ink, because with such ink, Korean Buddhists write only the name of the deceased, and then only directly on the day of death or on its anniversary.

Throw away food

Koreans well remember the hungry times of the recent war between the North and the South, as well as the Japanese annexation, so the attitude to food, especially rice, is respectful, if not reverent. The dishes are very plentiful and often spicy; in addition, they usually bring additional snacks, panchani. The Korean who invited you to lunch will be vigilant to ensure that you eat more, and preferably everything, otherwise he will be upset and maybe even offended.

Pay attention when someone sneezes

It is not customary to bless a sneezing interlocutor. Usually they do not react to this in any way, they just pretend that nothing happened, and the sneezer quietly apologises.

Don't try to make eye contact when bowing.

You should avoid eye contact when you bow. In Eastern culture, when you meet an elder, you should avoid eye contact to show your respect for the elder

Nonverbal etiquette in business communication

Greeting

Any meeting begins with a greeting, and it should be perfect, because it shows respect. Always stand up during the greeting, even if you are a woman. A man, getting up, should fasten his jacket with one button. It is customary to greet first women, then men; older, then young; people occupying a higher position, and after that the rest. Whoever enters the room always greets the people in it first, regardless of their position.

Handshake in Non-Verbal Etiquette

A handshake usually demonstrates a special disposition towards the interlocutor, although increasingly in the business sphere it is recommended to use a handshake in any case. The rules of nonverbal etiquette say that the one who occupies a higher position is the first to extend his hand; when communicating with a woman, she always acts as the initiator. The handshake should not last more than three seconds, be too strong or sluggish. Shaking hands, you need to look a person in the eye.

This ritual can tell about a person's character. For example, if a person responds to your handshake with two hands or taps you on the shoulder with the other hand, he demonstrates power. If, while shaking your hand, a person talks to a third person, he shows indifference to you. A sluggish handshake indicates an insecure person, wet hands indicate that the interlocutor is nervous.

The etiquette of nonverbal communication with business partners or subordinates implies that you should back up words with actions. The interlocutor should not guess that you are not sure of yourself or doubt the decision you have made, even if this is the case. It is necessary to choose the desired pose in advance, open, without crossing arms or legs. The look should be given confidence, and contact with the eyes of the interlocutor will make communication more trusting.

I am always confused by situations when a man sits too impressively in a chair at a business meeting, puts his hands behind his head, and leans back. It can be assumed that the person just relaxed and took a comfortable position for himself, but from the outside it looks indecent. As a rule, at such meetings I instinctively assume closed poses, and a constructive conversation may not work out. So watch yourself. Know that you are being watched and your inner state is being evaluated. For example, if you raise your shoulders, lower your head, then this signals that you are tense, withdrawn, experiencing fear of defeat

or fear, but the tilt of the body towards the interlocutor shows your interest.

Posture

A favourable impression is made by correct posture, it characterises your character and attitude. The back should be straightened, the head raised high, but do not overdo it, otherwise you can show superiority over the interlocutor. Proud posture is usually attributed to kings, bosses of large corporations, other noble or rich persons. Good posture should look light and natural, tightness is unacceptable here. If you constantly slouch, then you will be treated with distrust, believing that you communicate without interest, and what you talk about or what you do does not cause you enthusiasm.

Gestures

Friendliness can be demonstrated in several ways. If you keep your hands on the table with palms up, the hands should be relaxed, this means sincerity and openness for the interlocutor. A slight tilt of the head to the side shows that you are listening attentively to the interlocutor.

If you are not sure what impression your offer makes on the interlocutor, then pay attention to such gestures:

- Rubbing the earlobe or neck indicates that the interlocutor is bored with the conversation, he does not agree with you and wants to speak out.
- If the interlocutor suddenly starts collecting papers on the table during the conversation, this indicates that the conversation is over.
- If the legs or the whole body of the interlocutor are facing the exit, he wants to leave.
- Arms crossed on the chest indicate that a person has closed or taken up defence.
- If a person starts walking around the room or scratching his chin, then he makes a decision.
- If a person clasps his hands in front of his face, he is disappointed with you.

In addition, if you want to understand whether your partner is deceiving you or is speaking sincerely, do not lose sight of the following gestures: the interlocutor rubs his nose, more often with his index finger, fidgets in his chair or often changes the position of his body, looks away, his pupils narrow during the conversation, he or she often touches their mouth or covers it. All this shows that a person has something to hide or is openly lying.

Habits

You should sort out your habits and get rid of those who interfere with communication. At business meetings, you often come across the fact that the interlocutor during the conversation, squelching, drinks tea and eats it with

sweets. If a person holds the post of CEO, this behaviour looks strange. It is excusable except for a minor employee who has reached for free coffee or tea. It is permissible to ask for a glass of water during negotiations. If you are expecting an interlocutor, you should be offered a cup of coffee or tea, but you can drink it only if the interlocutor has not joined you yet.

Some people have a habit of getting close to the interlocutor during communication. Nonverbal etiquette warns: this is unacceptable. It is necessary to keep a distance. Many people like to twist something in their hands during a conversation or draw figures on paper. This indicates self-doubt, a decrease in attention to the topic of conversation, and also simply irritates the interlocutor.

Smoking

If you smoke during a conversation, then by blowing smoke up, you demonstrate to your partner that you are positive, and down, you show that you suspect the interlocutor of something.

It is important that people who smoke do not interfere with others, so pay attention to the relevant ads and strictly observe the prohibitions. In public places, including office premises, smoking is not allowed in any case. In some other foreign countries, ashtrays are served during negotiations and interlocutors often smoke a lot, but this is considered a sign of bad taste. Even if the place and time

allow smoking, you should ask permission. If you smoke in society, it is customary to first give a light to those nearby; this can only be done by a man and only standing, the rules of etiquette do not allow the transfer of matches or lighters.

Speech

Business speech assumes the conciseness of the narrative, the accuracy of concepts, and literacy. Confidence in your voice will give your words meaning. You should not raise your voice unless absolutely necessary. It is generally believed that if you want to be more convincing, you need to speak slowly and in a low key, but at the same time, keep it natural.

Unspoken Rules of Nonverbal Etiquette

The business community has its own conventions. These include the need to be an adherent of certain expensive brands of clothing, watches and other accessories, cars and recreational facilities. A modern CEO needs to engage in various sports, such as tennis, horse riding or yachting. It is considered good form to be a member of some private club. All these conventions allow managers to consolidate their status and form a special communication environment that is needed to strengthen the business, it helps to establish new connections and acquaintances and maintain existing ones.

Strict business style is still more welcome in the business world. This is especially true of European countries. The colours of men's business suits are usually black, grey, blue and brown. However, not everyone is unambiguous about the last colour. For example, in Germany it is quite common, but in England it is rare, there is even a saying "No brown in town" (Brown is not worn in the city). The black colour of the suit is considered more official, intended for special events. If the occasion is formal, a white shirt is worn, a light blue one is allowed; in less formal situations – white or any light tones. The tie should be silk, without a flashy pattern. The colour of a tie to a white shirt can be almost anything, except too bright, if the shirt is colored, its colour must be present in the colour of the tie. For women, the rules for choosing clothes are not so strict, but they need a more careful attitude to colour and jewellery. You should be careful with the cut-out depth of the blouse and the length of the skirt. It is worth remembering a simple rule: wear no more than five accessories at a time. The most common accessories include jewellery, belt, glasses, scarves, pens, wallet, mobile phone, bag, cufflinks. It is impossible to underestimate the importance of these details for both men and women, because they will be the first to give out your status.

Nuances are also important: for example, the smell of perfume should be perceived by others at arm's length; the heels of shoes should be neat, not worn down.

Nonverbal Etiquette and Modernity

No matter what we think about nonverbal etiquette, respect for yourself and others is always emphasised by observing these difficult rules governing your behaviour and appearance. Also, let the time change, and with it the conventions, as well as rules, of business etiquette, elegance, good manners and beautiful speech will always be in fashion.

Business Contacts

Many Korean businessmen speak English, but they may need the help of an interpreter to better understand you. If there is a need for an interpreter, it is usually provided by the Korean side. Always show respect, don't criticise Koreans and don't embarrass them, especially in the presence of others. Patronising or contemptuous appearance will destroy your chances of successful business cooperation.

To show sincere interest, listen carefully to your Korean colleagues and maintain visual contact when listening and speaking. Try to smile less; Koreans believe that smiling during a business meeting is a manifestation of frivolity. Don't be surprised if Koreans repeatedly ask the same question. Always be consistent in your answers.

As I mentioned before, Koreans can behave sharply, even aggressively, at times, during negotiations. They may

interrupt you in the middle of a sentence and start arguing. Don't lose your cool. Never brag about your company's success. To show opportunities and achievements for your company, use professionally compiled reports.

You should prepare in advance. You will lead Koreans into confusion if you cannot answer the question, and your ignorance will negatively affect the partners' trust in you. Respond to emails and emails in a timely manner. It may be difficult for you to encourage Korean partners to report their problems to you. Remember that in their culture it is customary to avoid conflict situations.

The Korean market is hard to penetrate. Hire a consultant or lawyer with a good track record to assist you in this case. Koreans don't like extremely detailed, inflexible contracts. For them, mutual trust and benefits are more important than legal documents.

For Koreans, it is important who signs the legal document. If the contract is signed by the most senior person, it confirms for Koreans the seriousness of the partners' intentions. However, just to remind, never sign a contract with red ink. Koreans are sure that the contracts drawn up and signed can always be reviewed.

Koreans try to comply with deadlines, because requests for an extension of deadlines mean a loss of face for them. Koreans expect European representatives to be punctual in

business and attending social events. If you are late, you should call and explain the reason.

Foreigners, however, should prepare to wait. The overloaded work schedules of Korean officials, as well as heavy traffic, can delay their arrival at a business meeting by even half an hour. In the case of social events, many Koreans come by "Korean time", that is, half an hour later.

Chapter 5:

Drivers of Economic Growth

South Korea is one of the most successful countries that have managed to transition to industrialization and democratisation in a short period of time. In 2018, the volume of national exports reached \$600 billion. The state is among the six largest world exporters and the seven leading economic centres. The degree of maturity of Korean democracy is evidenced by the well-known protest action for the impeachment of the president in the winter of 2016-2017 and the subsequent conflict-free change of power in the spring of 2017.

However, despite outstanding achievements in the economic and social spheres, the country has faced new challenges. The pace of economic growth and employment in Korea has noticeably decreased, which has led to the need for policy transformation and new engines of economic growth. The current government is striving to ensure growth through innovation in order to boost the economy and prepare for the Fourth Industrial Revolution. In 2018, the Innovation Platform Program was launched, aimed at developing a platform economy that is a complex ecosystem and infrastructure for promising industries. This strategy is part of a large-scale plan to create new growth drivers and assumes the transformation of the

country into a global centre of the digital economy, information and communication technologies.

New economic strategy

The current Government is pursuing a policy of economic liberalisation aimed at achieving a balance between social security, increasing household incomes and economic growth based on innovation, primarily by creating equal conditions for competition. In other words, it is necessary to coordinate the key policy vectors: income growth, ensuring equal competitive conditions and growth based on innovation. The latter involves the creation of new drivers for the national economy. Income-oriented measures are expected to be crucial for sustainable economic development. Like innovation-based growth, this strategy can be implemented if parity competition is ensured.

The income-based growth strategy includes the following areas:

- Increasing household incomes, both employees and self-employed.
- Reduction of life support costs in order to increase the actual level of income.
- Development of the social security system, expansion of the range of tasks it solves.

The income-led growth strategy is the subject of active discussions. It is unclear to what extent the minimum wage set by the State will contribute to accelerating economic development and creating new jobs. Representatives of progressive parties and conservatives disagree about the possible effects of the implementation of this strategy, given the fact that since mid-2018, the statistical indicators of unemployment and income distribution have deteriorated. The concept of innovation-based growth is proposed as and assumes an improvement in the lives of the poor as the wealth of the rich increases. It provided a favourable environment for the activities of large businesses and an export boom, but did not lead to an increase in the incomes of the middle class.

The question remains whether the change in the minimum wage was the main reason for the decline in employment. According to supporters of its increase, the problems of small enterprises are caused by the decline in key sectors of industry, automotive, shipbuilding, etc., as well as rapid changes in consumer behaviour. Their opponents are convinced that the growth model based on increasing incomes and raising the minimum wage has led to new problems. The "growth" approach proposed as an alternative based on innovation" has become the foundation of the government's innovation policy.

Growth based on innovation

Since the 1990s, the Korean government has been implementing comprehensive programs to create long-term growth drivers. Their main goals were and still are to develop key industries, increase global market shares and support new industries. Thanks to the implementation of such initiatives, it was possible to achieve leadership in the global market in key sectors of the manufacturing industry: automotive, telecommunications and semiconductor manufacturing. The acquisition of key technologies made it possible to strengthen the position at the international level of the Korean companies specialising in areas such as high-speed railways, batteries and robotics. In recent years, the program of growth drivers has included new sectors of the economy related to Industry 4.0.

Currently implemented program "Driver of innovative growth" aims to develop the following sectors:

- Big data
- New generation communication
- Artificial intelligence
- Autonomous vehicles
- Unmanned aircraft
- "Smart" city
- Virtual reality
- Personalised healthcare
- Intelligent robots
- Innovative medicines

- New and renewable energy sources
- Intelligent semiconductors
- Modern materials

Areas of strategic investment

The choice of these areas as key areas of investment is due to the following reasons:

- The opportunity to make a breakthrough and gain global leadership in the presence of the necessary investments.
- Expected renewal of the structure of the economy and industrial ecosystems, creation of jobs and improvement of the quality of life as a result of the development of new industry platforms and infrastructures.

The main areas of the data economy include technologies for working with large amounts of information, blockchain and the sharing economy. The development program includes: big data platforms and networks, information vouchers (data vouchers), public Wi-Fi, etc. Active use of big data networks is associated with the placement of information in the public domain. The main areas of their application are transport, energy, environmental protection, communications and finance. In order to regulate data transactions, the relevant ministries are preparing standards for the implementation of

transactions and quality control. To create favourable conditions for the formation of big data networks, the government plans to revise the current rules, including those related to data protection and confidentiality. In the field of blockchain, it is planned to implement pilot projects on the introduction of advanced technologies to protect and ensure the reliability of data transactions.

Developments in the field of artificial intelligence form the basis for working with big data, blockchain technologies and the economy of shared consumption. On their basis, it is supposed to create industries with high added value, thus contributing to the development of other sectors. The central role is given to quantum computing, algorithms based on artificial intelligence and semiconductors. Artificial intelligence is closely related to big data technologies. It is planned to invest 30 trillion Korean won in the development of this market by 2023 . Among other things, these funds will be spent on training 10 thousand specialists in the field of artificial intelligence and big data. In the medium term, there will be 100 centres and 10 platforms for the production and use of big data, and also "artificial intelligence hubs".

The development of the hydrogen economy is considered as the basis for the transition to a new energy paradigm, the formation of an energy resource base and the formation of promising industrial sectors. The policy in this direction is to implement programs for the production,

storage and transportation of hydrogen, ensuring safety. Measures are being developed to stimulate demand for hydrogen energy. The goal is to increase the number of hydrogen fuel cell vehicles from 2000 in 2018 to about 80 thousand in 2022. The strategy of the hydrogen economy involves the formation of an ecosystem for the mutually beneficial development of large and small enterprises, the training of highly qualified personnel and ensuring compliance with global standards.

How Businesses were born in South Korea

The Korean public has been following with considerable interest the conflict in the leadership of Lotte, one of the South Korean multidisciplinary concerns (the so-called "chaebols"). The sons and daughters of the president of the Shin Kek-ho concern are fiercely fighting with each other, trying to get as much of the family pie as possible. The founder of Lotte, Shin Kek-ho, became a victim of this struggle. As a result of an intrigue organised by part of his offspring, he lost his post.

All this resembles not so much "King Lear" as a soap opera from the life of either American or even Mexican millionaires. However, something else is noteworthy. Lotte was the last of the Korean chaebols headed by someone who once created this business from scratch. Most Korean concerns are now run by the grandchildren of the founders, or even hired managers.

Shin Kyok-ho's forced retirement ended an entire era. The last of the Korean businessmen of the first wave, talented, cruel, cunning, hard-working people who played a decisive role in turning South Korea from a second-rate third-world state into a great industrial power, has retired. It's time to remember him and the other founding fathers of Korean business, such as: Jung Joo-Yeon (the creator of Hyundai), Lee Byung-chole (Samsung Concern), Koo In-hwe (LG concern).

Childhood of the Owners of World Leading Companies

All of them were born in the first quarter of the XX century. Shin Kek-ho - in 1922. Korea, which was then a colony of Japan, was poor even by the standards of Asia. True, since the early 1930s, the Japanese have been actively creating industry in Korea, but all factories were built in the northern part of the country, and after the partition of Korea in 1945, they ended up on the territory of the DPRK.

The future businessmen came from well-to-do families, but not rich ones. The real rich of those times, representatives of the landowning, noble elite, somehow did not demonstrate special business acumen.

Lee Byung-chul ("Samsung") was educated in Japan and in the mid-thirties founded a small company in the province. Koo In-hwe (LG) created his company around the same

time and immediately succeeded, having met independence already a rich man. Jung Joo-yeon ("Hyundai") began by stealing money from his father from the sale of a cow, 80 yen, which was a considerable sum at that time, and fled to Seoul in search of happiness. The car magnate had to work as a loader and handyman before he opened his own car repair shop in 1942.

Shin Kek-ho was born in 1922 in a wealthy peasant family, received a good profession for rural life as a zootechnician, but did not show any business inclinations until 1945. Like many residents of the southern provinces, in the early forties, he moved to Japan, where he entered the technical school at Waseda University. Like most Korean migrants, Shin Kyok-ho took on a Japanese name, becoming Shigemitsu Takeo. For the next 70 years, he actually lived in two countries, constantly travelling between Seoul and Tokyo.

Shin Geuk-ho laid the foundation of his success in Japan. Immediately after the war, he developed a method for making soap from huge stocks of technical oils left in military warehouses, and made his first million on this. In the late 1940s, he engaged in the food industry, the production of chewing gum and sweets. As befitted an educated Korean of that generation, he was a fan of Western classics, and he named his company in a Western way - "Lotte", in honour of the Lotte, whose love in Goethe's novel led to the death of the young Werther.

It was not easy for Shin Kyok-ho to do business in Japan, where Koreans were considered second and even third-class people. Nevertheless, by the 1960s, Shin Kyok-ho, or, rather, Shigemitsu Takeo, the businessman who wisely did not advertise his Korean roots at that time, had become one of the key players in the Japanese food market. It was then that Shin Geuk-ho became interested in affairs in his historical homeland, from which encouraging news was coming.

Businessmen with Manual Control

The Korean War and the partition of the country dealt an already weak economy. In the spring of 1961, as a result of a military coup, General Park Jung-hee came to power in Seoul, a tough pragmatist who considered economic development the most important political task of Korea.

Park Jung-hee relied on a competitive economy, but he treated the unrestricted freedom of the market poorly and was a supporter of state regulation. In addition, the general believed that South Korea, completely deprived of natural resources, would succeed only if it could actively sell high-quality and cheap industrial products on the world market. According to Park Jung-hee, only large firms had a chance to enter the world market, and since there were no large firms in Korea at that time, he decided to create them artificially.

The founders of the chaebols turned into magnets because they were appointed magnates by General Park Jung-hee. However, the magnates usually did not include those who had previously served with Park Jung-hee in the same battalion or engaged in taekwondo with him. The general elevated the heads of those relatively large firms that by that time existed and worked well in Korea.

In 1961, the owner of Samsung Lee Byung-chul was the richest man in the country. At the same time, he was almost the most vivid embodiment of corruption in the country, so at first the military government was even going to arrest him. The magnate took refuge in Tokyo, where he had a second home and a second, additional wife. However, in the end, Lee Byung-chul agreed with Pa Jung-hee, who needed his money, connections and experience. Lee Byung-chol promised to work according to the instructions of the new government, develop exports and treat the law with relative respect.

Jung Joo-young really launched his business only in 1946, creating a Hyundai, in fact, a team of construction workers-covenanters of 11 people. He coped well with the construction. In addition, his brother spoke passable English and could get lucrative orders from the American military, so by the end of the fifties, Hyundai was already one of the largest construction firms in Korea. This attracted the attention of Park Jung-hee, and after a series

of meetings with the president, Jung Joo-yong was also promoted to a magnet. He was tasked with organising turnkey construction of facilities abroad, using Korean labour and earning money for the planned economic breakthrough.

LG took up household electrical engineering back in the fifties and fit into the new economic reality without any problems at all.

Park Jung-hee also turned his sovereign gaze on Shin Kyok-ho with his chocolate and candy business in Japan. Unlike China, in the early stages of its economic breakthrough, South Korea could hardly count on the support of the diaspora, rich foreign Koreans simply did not exist then, and Shin Kyok-ho was a unique figure.

At first, General Park's relations with Shin Kyok-ho did not work out: the magnate was based in Japan and could easily refuse to cooperate if it was unprofitable for him. In particular, he did not agree to help the dictator-general in the development of the military industry, either because of his views, or fearing that in the pacifist Japan of those years such cooperation would undermine his reputation. It is possible that it was in response to this stubbornness that the South Korean authorities suddenly discovered that the confectionery products produced at the Shin Kek-ho factories did not comply with Korean sanitary standards. After that, the President of Korea and the president of the

Lotte Concern quickly agreed, and Shin Kyok-ho began to work actively in Korea, specialising in the food industry and service (hotels, entertainment centres). Although business in Japan is by no means abandoned.

How Lee Gonghi turned Samsung into an empire of new management - Korean traditions and Western methods

Lee Gonghi's name is little known in the West, Samsung's chairman has always avoided talking to the press and is rarely remembered by young entrepreneurs looking for role models. Nevertheless, Mr. Lee played almost the same role in the history of the Korean company that Steve Jobs played in the history of Apple. In two decades, Samsung has transformed from a local manufacturer of cheap televisions into an international empire. Recently, Mr. Lee was named the richest man in Korea for the eighth time. However, now the future of the company he built is uncertain: the industrialist is seriously ill, and his son runs the conglomerate. "The Secret" tells the brightest success story of modern Korea.

The most powerful conglomerate

In South Korea, you can live a life using only the goods and services of the Samsung conglomerate: to be treated at Samsung Medical Centre, attend a prestigious university owned by the company, live in Samsung residential

complexes, relax at the Everland amusement park and buy insurance from one of the companies owned by a giant Korean corporation. Samsung is South Korea's most powerful conglomerate. The business transformed the country from one of the poorest in Asia into a prosperous state in 40 years. The rise was associated with the growing influence of several families.

Samsung, LG, Hyundai and other companies achieved success with the support of local politicians in the 1960s and 1980s. In Korea, financial and industrial groups run by families are called, as I mentioned earlier, “chaebols”, and are subsidised by the state. Samsung Chaebol was founded in 1938 and succeeded thanks to the support of the administration of the first President of the Republic of Korea, Lee Seung Man. The conglomerate consists of many divisions. The main ones are: Samsung Electronics (user electronics), Samsung SDI (displays and chemical power sources), Samsung S&T (construction, investment and clothing), SEMCO (electronic components), Samsung Card (credit cards), Cheil Industries (textiles, chemical industry), Samsung Life Insurance (insurance) and others. In total, there are 74 companies in the conglomerate with an approximate total annual revenue of \$387 billion, this is 39 times more than in 1987, when Lee Gonghi took over the company.

New management

Lee Gonghi has always tried to stay away from the press, he is not known like Steve Jobs and Akio Morita, Koreans don't make films about him and entrepreneurs around the world don't worship him. Although the chairman of Samsung can rightly be called a visionary: he paid attention to all aspects of the company's work and at the same time had an idea of how it should develop. The industrialist himself came up with slogans, established internal practices of control and interaction of departments, established external relations, chose successful design solutions and formulated the principles of corporate culture that helped the conglomerate grow.

Mr. Lee Race's father's company was successful and its products were leading in some categories in Korea, but Lee Gonghi wanted more. The entrepreneur believed that Samsung could overtake its main enemy in Asia, Sony, and become a world-famous company like General Electric, Procter & Gamble and IBM. In 1993, "Chairman Lee" (as he is called in Korea) went on a big trip around the world to study the work of competitors and evaluate the prospects of Samsung. In California, he found that Panasonic and Sony TVs were more popular than Korean competitors. It was necessary to act. In June, Lee Gonghi found himself in Frankfurt. An event happened here that changed the history of Samsung. The businessman stayed at the Falkenstein Grand Kempinski Hotel, where the top management of the company, several hundred people, also gathered.

On June 7, Lee Gonghi began to read a speech: top managers listened to it for three days, interrupting only for dinner and sleep. "Change everything except your wives and children," said the chairman of the company. He wanted the conglomerate to stop producing a large number of cheap goods and focus on product quality. In addition, he suggested combining Korean traditions of chaebol management with Western management techniques. For example, he introduced a new system of promotion, which is typical for Western companies, but at the same time did not abolish the old orders, which assumed the construction of a hierarchy based on age.

A copy of the meeting room where Lee Gonghi spoke was reproduced at Samsung headquarters, the company bought all the furniture and all the decorations from the hotel and transported them to Korea. The room has a modest design, but it is given great importance as a symbol of change. Lee Gonghi's speech began a new chapter in the history of the company, the "Frankfurt Declaration of 1993" was adopted in Germany. Lee Gonghi called his thesis "New Management" and wrote down his principles in a 20-page book, a copy of which is received by all new employees of the conglomerate.

Bribery and other problems

In 1997, a recording appeared in the press showing Samsung's Vice Chairman, Lee Hak-soo, talking with the Korean Ambassador in the United States, Hong Seok-hoon. It followed from the conversation that the company was spending millions of dollars on bribes to politicians. After that, the ambassador had to resign, and the Vice-President of the Chaebol was tried for bribery. However, the Korean press hushed up this story: media owners were afraid of losing a major advertiser.

In 2008, the scandal took a new turn: Lee Gonghi himself was accused of tax evasion and bribery. He admitted his guilt. "I am responsible for everything. I want to take on all moral and legal responsibility," he said, but in 2010, with the permission of the president, "Chairman Lee" returned to his post. In the same year, the book "Think Samsung" by Kim Yong Chul, the company's former chief legal adviser, was published. It said that Lee Gonghi stole about \$10 billion from subsidiaries, destroyed all evidence and tried to bribe politicians so that the company would pass into the hands of his son.

Corruption is not Samsung's only problem. The concern allowed many Koreans to get a good job and improve their standard of living, but some of them were seriously injured at work. For example, several hundred employees of the Samsung Electronics factory suffered from rare diseases caused by poor working conditions. For decades, the company has denied violating safety regulations and

prevented the formation of trade unions. Only in 2014, after many years of protests, representatives of the Chaebol agreed to pay compensation to people with rare forms of cancer, but did not take responsibility for what happened.

Change in leadership

In 2014, Gonghi suffered a stroke and was bedridden for two years. His only son, Lee Jae-hyun, took his place. Lee Gonghi inherited the company from his father in 1938. Lee Jae-hyun joined the conglomerate in 2001 and just 10 years later became vice chairman of Samsung Electronics. Unlike his father, the younger Lee has a more democratic management style: when his father came to the factories, a red carpet was rolled out in front of him, and workers were forbidden to look at him. In 1995, he ordered thousands of defective electronic devices to be burned and bulldozed in front of the employees who manufactured them.

Lee Jae-hyun is diplomatic and reserved. He worked in Silicon Valley and negotiated with Steve Jobs (Apple uses Samsung chips). He is interested in industrial design and helped the company enter the market of processors for mobile applications and OLED displays.

The complex structure of chaebol and Korean laws do not yet allow the younger Lee to head the conglomerate, in

order to receive an inheritance, the family will be required to pay about \$ 5 billion.

The future of Samsung and the Lee family is uncertain: the Chaebol traditions have helped Samsung succeed, but after several major corruption scandals, politicians doubt the effectiveness of such organisations and suggest tightening laws to discourage bribery and nepotism. It is likely that Lee Jae-hyun will have to come up with an analogue of the slogan "Change everything except your wives and children" in order to survive.

South Korea - skyscrapers

The South Korean Hyundai Corporation intends to begin construction of a skyscraper in one of the business centres of Seoul, which will become the tallest building in South Korea. Its height will be 569 m . This is 14 metres higher than the already built Lotte World Tower.

Hyundai's ambitious plans became known from the construction plan for the new Hyundai Global Business Center complex. The corporation handed over the relevant documents for approval of the project to the administration of the Gangnam Administrative District of Seoul, where the new skyscraper will be located. It should be noted that earlier Hyundai paid about \$ 10 billion for the purchase of this site, where the headquarters of KEPCO

corporation, engaged in electricity generation, was previously located.

According to the documents provided by Hyundai, the Hyundai Global Business Centre building will be 105-storey, and the total height of the structure will be 569 metres. It was planned to be built and open in 2021, but in January 2021, the project was reported to be cancelled, due to the undergoing redesign.

Experts immediately noted that Hyundai had somewhat changed its previous plans. Previously, the height of the skyscraper was supposed to be 553 metres, but now it has been "raised" by another 16 metres. Thus, Hyundai Global Business Centre will become the tallest skyscraper in South Korea. At the moment, this is the 555-metre Lotte World Tower located in the Chamsil district.

Hyundai denied any "height competition" with the Lotte concern, but not everyone believed it. Hyundai notes that only the height of the spire will be increased, which "became inevitable after additional calculations regarding the use of high-speed elevators." Earlier, Hyundai, when it was reproached for excessive wastefulness in paying \$10 billion for a plot of land in the business district of Seoul, said that this "will contribute to the growth of the authority and improve the image of the concern." It seems that the same considerations played a role in approving the

final plan of Hyundai Global Business Centre, which will become the largest skyscraper in the country.

However, so far these are just the company's plans. The authorities of the South Korean capital have some time to approve the construction plan. There is a possibility that these plans will be asked to be adjusted by making the building lower. This is exactly what happened with the very first project. Hyundai wanted to build a 571-metre skyscraper, but then, at the request of the Seoul government, "lowered" it to 553 metres, now the corporation intends to set a record again.

It is possible that Samsung Electronics, the largest South Korean company, will also get involved in the "race of skyscrapers". This corporation has been planning to build a new complex for its needs for a long time. Samsung has experience in the construction of high-rise buildings. The construction division of Samsung Corporation has built the Burj Khalifa building in the UAE. This skyscraper is currently the tallest in the world, its height is 828 metres.

South Korea - work and hierarchy

Like most East Asian States, Korea is a country of pervasive hierarchy. A rigid hierarchy permeates the entire Korean society, it determines both the personal and official relations of any of its Koreans. Every cricket knows its own pole very well here. A foreigner who has come from

Europe, America or Russia catches the eye of how the prevailing style of relations in Korean firms differs from the style adopted in the West. In the West, an open demonstration of the service hierarchy is often perceived as something indecent, superiors and subordinates outwardly hold on, or at least try to hold on as equals. In Korea, this is unthinkable, and belt bows to the boss for or without a reason are normal behaviour of a Korean employee.

In the Confucian tradition, society, the state, and later the private firm were always identified with the patriarchal family, equality in which could not exist simply by definition: the father was older than the mother, the sons were older than the sisters. It is no coincidence that neither in Korean nor in Chinese there are simply no concepts of "brother in general" or "sister in general": both brother and sister can only be either older or younger. The idea that society is a strictly hierarchical pyramid, in which there simply cannot be two people who are completely equal in their social status, persists in the Far East to this day. The essayist Lee Kyu-tae, who is deservedly considered a leading authority on national issues in modern Korea, once remarked: "Hierarchy is the way of existence of a Korean, and leaving the hierarchical structure is equivalent to leaving Korean society."

Based on my personal experience, I cannot disagree with another remark of Lee Kyu Tae: "When two Koreans meet

each other, the first thing they want to know is what (hierarchical) ladder the interlocutor belongs to, and what place he occupies on it.” This, in particular, is due to the extraordinary predilection of Koreans for business cards. After all, a business card is the easiest and most reliable way to understand who you are dealing with, it reflects both what hierarchical ladder a person belongs to, whether he is an employee, an entrepreneur, an official, a teacher, and what place he occupies on this ladder. The first thing that two unfamiliar Koreans want to understand when they meet each other for the first time is which of them, in fact, is the eldest, not by age, but by social status. Therefore, at the first meeting, Koreans always ask each other a series of standard questions, some of which seem very strange and too personal to foreigners, Koreans themselves, of course, perceive them completely normally. It is customary, as I’ve stated before, to ask about age, marital status, place of work and position, as well as, in some cases, about the place of birth and about the completed educational institution. All this information is needed by a Korean first of all in order to establish the social coordinates of his new acquaintance and, accordingly, to understand how to behave. For a Korean, it is quite obvious that, say, a married person is slightly higher on the hierarchical ladder than a bachelor, and a graduate of Seoul University is noticeably higher than a graduate of a provincial university.

The manuals for young employees, which appear in abundance on the shelves of Korean bookstores, explain in

detail how to express your respectful attitude to those who are above you on the social ladder. The authors of such manuals divide all colleagues into three categories: firstly, colleagues who are at approximately the same hierarchical level, secondly, all sorts of "bosses", and, thirdly, senior colleagues who are not formally, however, direct bosses. Already in relation to senior colleagues, every possible respect should be shown. One of the manuals, intended for young office ladies, directly advises them: "Don't get smart in front of sunbae!". In the case of a direct boss, his high status should be emphasised constantly and in all available ways.

Misunderstanding of all these rituals is almost the main cause of official conflicts for foreigners working in Korea. At best, they simply do not understand the local rules of the game, and at worst, they forget the ancient, and very beloved by Koreans, proverb "In Rome, do as the Romans do", and try to rebuild their relations with colleagues and superiors based on the "principles of democracy". It is clear that the consequences of such reconstruction experiments usually turn out to be sad, primarily for the experimenter themselves.

The impact that hierarchy has on the life of modern Korean society cannot be assessed quite unambiguously. On the one hand, like it or not, it was hierarchy and conformity that largely contributed to the "Miracle on the Han River". The discipline of the labour force, the willingness of

Koreans to endure hardships without grumbling and to carry out orders without bickering became one of the factors that ensured both political stability and high production discipline. On the other hand, excessive hierarchization has recently become a serious problem, because it largely shackles creative thinking. Korean sociologists themselves often express the opinion that in Korea, for example, real scientific discussions are impossible. The reason for this is simple: due to the presence of teachers and students, superiors and subordinates at seminars, no one dares to question the opinion expressed by a teacher or a senior colleague, even if this opinion is clearly erroneous.

To talk about the factors that determine a person's position on the hierarchical ladder in modern Korean society means to talk about Korean society as a whole, about the entire value system that exists in it. The first criterion, of course, is age: the older a person is, the more respect he enjoys. The second factor that is taken into account is the level of education and the prestige of the diploma (in Korea, it is determined not by the specialty, but solely by the prestige of the university), and the third, the most interesting and at the same time difficult to describe, occupation and official position. Despite the complexity and ambiguity of the criteria by which Koreans determine the social status of their acquaintance or partner, in practice this assessment occurs very quickly and is very definite.

The hierarchy is largely supported even by the Korean language itself, its grammar. One of the characteristic features of the Korean language is the presence of so-called "degrees of politeness", special verb grammatical forms that are necessarily used at the end of each sentence and signal at which step of the social ladder, in the opinion of the speaker, both he or she and their interlocutor are. Firstly, it has not two, but four or even five steps and, secondly, it is much less optional: in the speech of a Korean, almost any phrase, regardless of its content, simply by virtue of the used grammatical forms, not only shows which of the speakers occupies a higher position on the hierarchical ladder, but even, in many cases, roughly indicates the social distance between them.

It should also be noted that the manner of speaking and behaving is specific for Koreans who occupy a high position in the hierarchy. Traditionally in Korea, it was believed that a self-respecting person should be laconic, and these ideas have survived to our time. This is especially true for those who occupy high places on the hierarchical ladder. A real boss and generally a "big man" ideally speaks little, in a quiet and somewhat monotonous voice, moves slowly and solidly. Koreans perceive the tendency to verbosity, the habit of openly expressing their opinions and showing their emotions to others as a sign of frivolity. The old tradition demanded that a person, and especially a representative of the Confucian elite, be outwardly

absolutely impassive, so that his face was "like a tree or a stone".

Chapter 6: Conclusion

How to Build Successful Partnerships with South Korean Companies?

International cooperation has long been nothing new in the business world. Commercial cooperation between entrepreneurs from different countries benefits both sides. South Korea is rightfully considered one of such countries with an innovative economy. In recent years, the level of production in the country has grown significantly (GDP in 1998 - \$ 614 billion, in 2020 - \$ 1.631 trillion), which was inevitably accompanied by an increase in foreign investment in the economy (foreign direct investment in 1997 - \$ 2.84 billion, in 2017 - \$ 17.05 billion). Now Korea is a promising partner both for joint projects and for the exchange of experience in the field of business process improvement.

However, as you understood from the previous chapters, South Korea is an unusual and even exotic Asian country for most foreign people, where, in addition to an innovative economy and advanced technologies, there is a special culture and strict business etiquette. So that the difference in traditions and mentality, along with non-standard legal and legal formalities, does not play a cruel joke on you.

Thinking through your business and covering every possible detail

Preliminary work should be carried out even before the start of direct contact with the Korean state and partners. If you are determined to start a business with South Korea, you need to clearly understand which area of goods and services your business will relate to. Make a preliminary analysis: draw up a map of risks and opportunities, assess your position in the existing market and study priority areas of cooperation from the point of view of South Korean colleagues. In the process of such a study, it may turn out that South Korea is interested in importing diesel fuel from Russia, but the shampoos and shaving foams that you are going to sell on the Korean market are not needed by the Koreans themselves at all. They will offer you a large range of their cosmetic products themselves with great joy. Up-to-date data on the export and import of goods from the republic can be viewed on the Observatory of Economic Complexity website (OES).

From the point of view of imports to Korea, the sectors which supply minerals and natural raw materials remain attractive. The latest developments, integrated circuits, technologies, and exclusive products that have no analogues in the Korean market are also considered as an interesting sphere. For example, a "boom" of cosmetics and medicines began in Korea, where the main component was the Chaga mushroom. 80% of all Chaga mushrooms grow on birch trees in Russia. Why not raw materials for import?

The export market is more developed in South Korea. Korea's foreign trade activities in relation to the Russian Federation are mainly aimed at increasing the volume of exports and production technologies. Goods from Korea are of excellent quality and have low prices, even taking into account logistics. By the way, the latter has long been established between the 2 countries and is carried out by sea. Among the leaders of exports from Korea to Russia are such goods as: decorative and care cosmetics, food, auto parts and transport, agricultural and household appliances and electronics, equipment for the food industry and medical equipment.

Studying the legal formalities

If you want to invest or register your own business in South Korea, you should determine the type (owner, investor) and form (JSC, LLC or Limited Liability Partnership) of your business's involvement in the country's economy, as well as understand and be prepared to face all the legal issues that follow from this: business registration, special conditions, obtaining a visa, minimum investment amounts, payment of duties and taxes. The form of involvement can be different. For example, you want to create and manage your own business in the Republic of Korea, while obtaining a residence permit. In this case, you need to apply for a D-9 visa and invest at least 300 million won in the Korean economy. You will be granted a residence permit when you have lived in the

country for 5 years, you will regularly pay taxes and provide at least 3 local residents with work.

I strongly recommend that you carefully study the detailed information. It is best to contact professional consultants and agencies that help Foreign businessmen establish and legally formalise relations with partners from South Korea. Some Russian agencies, such as the KOTRA agency, work with businessmen from Russia for free, charging fees for services on the side of Korean stakeholders, for example.

Do not be afraid to contact intermediaries and third parties, it is customary in Korea

To solve legal and legal issues, business registration and even to find a foreign partner, it is best to contact special Russian agencies bureaus or councils, for example, the Chamber of Commerce and Industry of the Russian Federation, the agency "KOTRA", "Korean Business Council" or JSC "Evraz Tech", which for many years have been engaged in the promotion and development of trade between Korea and other countries and represent the interests of companies in Korea and Russia.

Third-party recommendations play a huge role in South Korea. It is almost impossible to build a business here alone, without connections, established contacts or personal acquaintances. You can endlessly send letters to an ordinary manager of a large Korean company with an

offer of cooperation and receive answers in the style of "we will definitely pass your proposal to the authorities", but nothing will happen. Even if you find the manager's email and write directly, it is unlikely that he will be interested in a dubious letter from an unknown sender, but the recommendation of your mutual friend or an appeal through a company known to Koreans is a completely different matter.

Remember one simple rule: the more contacts you make in Korea, the more successful your business will be. Find a trusted person who already has his name, reputation and experience working with Korean companies and departments, talk to him, tell him about yourself and your intentions and ask him to make a recommendation to you.

It is easy to find an intermediary even in the complete absence of connections. Just look for agencies with intermediary services between your country and South Korea on the Internet or contact a person with the right experience and connections on LinkedIn.

Look for friends among Koreans

Koreans are very friendly and pleasant people. After business meetings or business conferences, they often invite potential business partners to a cafe or karaoke to relax, have fun, chat in an informal setting and just understand what kind of person you are. Be sure to go

somewhere with them. It's better not to give up everything they offer you. Show interest in their culture, customs and cuisine. All Koreans value their traditions and history, and will be glad if you show that you are interested in it.

Chat with everyone and add new friends to Facebook, Instagram and LinkedIn. It is not only pleasant and interesting, but also quite profitable. It may turn out that your new acquaintance is a friend of another businessman, who is engaged in trade in the field of medicine, and you just wanted to organise the supply of Korean medical equipment to your country. What a lucky coincidence! It's time to recall the traditional recommendations of third parties for Korea.

Respect Korean business etiquette

As you may have understood from the previous chapters, there are many South Korean traditions of business communication that may confuse one or another. I recommend that you learn more about them before your first meeting takes place and equip yourself with this knowledge in order to win over your future Korean colleagues.

Always have your business cards with you

As I mentioned several times, business cards are essential in South Korea. Make sure you indicate on one side your

name, position and phone number in Korean, and on the other all the same, but in English. In South Korea, business cards are not just a business formality, but a real tradition. The phrase "I printed my business card" means about the same as the phrase "I opened my own business". Koreans are sure that it is impossible to do business without having their own business card.

Of course, don't forget you must give and receive it in a special way: only in person and with two hands, the text on the card should be addressed to the recipient of the business card. After receiving it, do not immediately put it in your pocket, read everything that is written on the business card and, if possible, put it on the table in front of you.

Greet your partner correctly

To show respect while bowing, support your right wrist with your left hand. If, however, a Korean extends his hand to you, shake it easily.

Observe the boundaries of personal space

Touching, patting on the shoulder, hugs and other gestures that Americans like, for example, are not accepted here. At meetings with Korean businessmen, always keep a distance.

Show respect to your partner

As I pointed out earlier, there is a very developed hierarchy in Korea. People are in great awe of their elders in terms of age and social status. Sometimes it goes to extremes, and ordinary workers suffer under the pressure of authorities. Nevertheless, a high social status in Korea is an indicator that a person has worked hard, studied and developed to achieve it. Businessmen in Korea are universally respected as people who have achieved everything with their hard work and efforts. Take this into account when negotiating and observe the tradition accepted in Korean society. Do not exert aggressive pressure and do not argue, exposing your opponent in an unfavourable light. The dignity of the Koreans is very easy to hurt, and thereby negate the negotiations. Instead, notice the special skills and merits of the Korean partner, because your task is to win them over and achieve mutual understanding.

Schedule a personal meeting and clearly indicate the date and time of its start

Koreans do not like to correspond or discuss business on the phone, it is much more important to see the future partner with your own eyes and understand what kind of person he or she is. All important business issues in Korea are resolved in person, at a meeting. Your Korean partner will remember everything you said and promised. Oral

agreements are above all here, they are respected. Show yourself punctual and accurate. In Korea, they attach great importance to observing the protocol of the meeting, they always arrive on time and do not like when dates or times are postponed.

Choose the appropriate clothes

As I stated earlier, Koreans really care how you look and I am not talking about facial features here, but about how and what you are wearing, how neat you are and whether your outfit matches the situation.

Come to the first meeting with an intermediary who your future partners know well

It is he who should introduce you and your company, and then tell you about the prospects for cooperation. It is not customary to get acquainted with business partners independently in South Korea.

Always remember about hierarchy when dealing with Koreans

It is customary to show more respect to those who occupy a higher position and are higher in status. Say hello and present gifts to foreign colleagues according to their importance, from the higher status person to the lower,

and so on. Your team should be represented in the same order.

Don't be surprised by personal questions

This is a courtesy on the part of the Koreans. Usually, such questions are asked at the beginning or at the end of a business meeting. Be friendly, but remember that you should not overly delay such topics.

Hand over a souvenir

Small gifts for partners presented at the first meeting will cheer up and increase the chances of success in negotiations.

Bring documents, presentations and reports about your company to the meeting

They will create the necessary image and make you more convincing and reliable. For the first acquaintance, quite detailed information is required, for example, the number of employees of the company, the size of the annual turnover and profitability indicators.

At the end of the negotiations, wish everyone good health

This is a mandatory part of business etiquette in South Korea.

If you are frightened by all these rules and now you are feverishly trying to keep them in your head, relax. In fact, everything is not so categorical. Almost all Koreans here have experience with foreigners and will treat you with loyalty and understanding, even if you do something wrong. However, it is worth trying to remember the rules of business etiquette in South Korea. In international business, knowledge of the etiquette of the country with which you are going to cooperate is an indicator of respect, friendliness and seriousness of intentions, as I said before.

Get ready to prove your usefulness by deed and coins

The Republic of Korea is a rich, successful and open country for foreign investors. There are a lot of people who want to establish business relations with it, so at the first meeting, get ready to prove that your offer is beneficial for the partner. Koreans are not very interested in things that will potentially bring little money or will require a long shake-up before reaching a good and stable income. Prepare to show in advance that your business is worth working on. Enlist financially, often without a safety cushion in the form of money and investments, Korean companies refuse to cooperate. Prove that you are needed, otherwise you and your business have no chance.

Criteria for the success of the Korean negotiations

1. You have a clear idea of your business and all its details: you already know how logistics will be carried out, how many employees you will need to start, have calculated losses, found sponsors and investors from the outside and signed contracts with them. You can imagine how much profit you and your partner will receive in the first, second and subsequent years of doing business. Long-term financial planning and financial literacy are literally brought up in Koreans from the cradle. If you demonstrate the uncertainty and economic uncertainty of the proposed project, it is doomed to failure.
2. Your business is important and socially useful. It corresponds to the priority directions of South Korea's economic policy.
3. You have brought with you all the documents confirming your words and are ready to make a presentation to the Korean partners. You have prepared well and thought out the answers to possible questions in advance.
4. You are aware of the intricacies of registering a business, obtaining a visa, residence permit, paying taxes and duties. You are ready to do business legally.
5. You have a financial safety cushion, you are ready to invest a large sum in a common cause. You are going to discuss its volume at a personal meeting.

6. You have a recommendation from an influential person, and you have come to negotiate with him. A potential Korean partner knows and respects your guarantor.
7. You are confident and friendly, you clearly and correctly defend your position in the dialogue, while you do not argue and keep your emotions under control.
8. You observe all the conventions of Korean business etiquette, respect your partner, his status and business. You made an appointment in advance and arrived exactly on time. You respond promptly to all messages, because you know that Koreans do not like to delay and postpone for tomorrow what can be solved now.
9. You have managed to win over a potential business partner and his entourage. You have managed to establish new business contacts with Korean colleagues, and your business partner now trusts you and knows for sure that you are a kind, honest and decent person who is definitely worth dealing with!

Features of motivation in the South Korean management system

The South Korean management system was formed under the strong influence of Japan and America. Korea was a colony of Japan from the beginning of the century until its

liberation in 1945. Two generations of Koreans grew up in a period when everything native Korean was destroyed, almost all leadership positions were occupied by Japanese. From 1945 to 1965, American influence dominated the economic life of Korea. At the state level, American advisers took an active part in developing measures to restore the Korean economy. During this period, many Koreans travelled to the United States to study law and management. The armed forces served to transfer the American control system to Korea. Most Korean generals during their service were trained in the American system of military and business administration. After they were dismissed for political reasons, they held senior positions on the board of civil enterprises. Therefore, Korean companies are characterised by military discipline and an authoritarian management system.

External influence was imposed on the specific socio-cultural environment of Korea, one of the main features of which is Confucianism. Collectivism and mutual assistance in interpersonal relations, the desire to study and competitiveness in acquiring knowledge, the preservation of a rigid model of behaviour based on a sense of duty, respect for elders, devotion and observance of social intra-family and group relations - these principles form the moral basis of the teachings of Confucius.

The synthesis of Japanese, American, and native Korean approaches to personnel management formed the basis of

what is now called the Korean management system (KSM). There are 12 most important characteristics that distinguish KSM from Japanese and American systems.

The personnel management system is built primarily on the basis of the analysis of the psychological portrait of the employee. Therefore, all the numerous techniques used by managers of South Korean companies take into account the norms of behaviour of each individual employee.

Koreans are characterised by the following features: general ethnic: diligence, highly developed aesthetic sense, adherence to traditions. Everyday: politeness, neatness, thrift, curiosity. Traits of group behaviour: discipline, loyalty to authority, sense of duty

Such a combination of national character traits allows Koreans to sensitively perceive the new without losing traditions. When today the question arises about the reasons for the rapid economic development of South Korea, it is impossible not to take into account this psychological portrait. There are almost no natural resources in Korea, there are no significant financial resources. The main wealth was and remains labour resources.

Consider the methods of personnel management used in Korea to increase labour productivity and produce high-quality products. Henri Fayol, a representative of the

classical school of management, considered management as a process, because the work to achieve goals is not a one-time action, but a series of continuous interrelated actions. These actions, each of which is a process in itself, are called managerial functions. There are usually 4 such functions: planning, organisation, motivation, control.

Motivation is the process of encouraging activity to achieve the goals of the organisation. On the one hand, the urge is imposed from the outside, on the other hand, it arises from within (self-condemnation). A person begins to act if they expect a reward, satisfaction of their needs. Personnel management is effective if the company offers satisfaction of the needs of employees for achieving the goals of the organisation. One of the early theories of motivation developed by the famous American scientist Abraham Maslow and published in his work "The Theory of Human Motivation" had a significant impact on the practice of managers of South Korean companies. Maslow divided the needs into primary (innate) - physiological, safety, security and secondary (psychological) - social needs, respect, self-expression. With a strict hierarchical structure, Maslow wanted to show that the needs of the lower levels require satisfaction and, therefore, affect human behaviour before the needs of higher levels.

Later experiments have not confirmed the existence of such a clear five-step structure, and the satisfaction of any one need does not automatically lead to the emergence of

the needs of the next level as a motivating factor for human activity. However, according to research, managers from South Korea and a number of other developing countries attached more importance to the Maslow hierarchy of needs and the degree of their satisfaction than managers from other countries. Currently, when the average salary in South Korea has exceeded \$ 1,200 in a month, and the primary needs of the staff should theoretically be met, the managers of South Korean companies focus their efforts on the social needs of their subordinates.

To do this, they adhere to the following principles: providing employees with such work that would allow them to communicate, creating a unified team spirit in the workplace, holding periodic meetings with subordinates; striving to preserve the informal groups that have arisen, if they do not cause real damage to the organisation, creating conditions for social activity of subordinates outside the organisation.

It is safe to say that social needs are of paramount importance for Koreans. Special attention is paid to the education of group orientation. The collective labour activity of Koreans consists of the efforts of small groups. Usually, South Korean enterprises have groups of 4-7 people or more. In such small groups, the contact of the participants and their interaction during the performance of labour operations are ensured. Korean managers try to

prevent the existence of larger groups, because this disrupts communication within the group, weakens its cohesion. In the course of joint activities, members of working groups have a sense of autonomy and freedom of behaviour. In such conditions, the atmosphere of the group is perceived as something close and understandable. Therefore, the tasks of the group, which actually follow from the tasks of the company, become personal for its members. To unite the group, various cultural events are organised at enterprises, clubs are organised, sports competitions are held, field trips, etc. Rivalry between individual employees is not encouraged in enterprises, but intergroup rivalry is strongly stimulated.

To give these groups a certain orientation, a specific spirit is cultivated in companies. This is the so-called corporate spirit of the company, which implies dedication to the organisation and its ideals. Koreans are proud of their membership in any organisation, for them it is a matter of prestige. Much attention is paid to fostering a special corporate spirit in the most famous chaebol, Korean financial and industrial groups, such as Samsung, Hyundai, Daewoo, LG, and they are able to use every opportunity for this and do not spare money. For example, in March 1995 At the ceremony of transferring the management of Lucky Gold Star Corporation from the founder's son to his grandson, all managers were presented with gold tokens with the image of the company's trademark and its name.

The cost of each token is \$ 280, and a total of \$ 240 million was spent on their manufacture.

At many large enterprises in South Korea, the working day begins with the fact that all the staff line up and the head of the company makes a small speech on the work program for the day, explains the main goals of the activity, and reminds of the importance of quality work. This ritual helps employees to focus on the goal, to realise the importance of their work. All this is at the heart of the production discipline. In addition to these morning constructions, numerous meetings and conferences are held where the successes and shortcomings of the company's work are discussed. The bosses are trying to establish trusting relationships with subordinates through personal contact, direct communication with the staff.

Considerable attention is paid to attracting staff to the discussion of target projects, communicating to all employees the goals and strategies of both the organisation as a whole and the departments in which they work. Measures are being taken to select the most competent and talented employees and promote them to responsible positions. However, according to Confucian traditions, an older employee has the primary right to promotion, which sometimes prevents young talents from opening up.

The corporate spirit is supported by the following factors.

Adaptation

A young employee comes to the company, and is attached to a mentor who helps him or her get used to both professionally and in the team. Hierarchy. A year later, a new addition comes to the company, i.e. graduates of schools, universities who have passed an interview. A beginner already becomes a mentor himself, and this means that he has risen a step higher.

Staff rotation

This means that every 3-5 years an employee must master a new specialty within one professional zone. To do this, they are transferred to another position without reducing their salary.

Interpersonal communication

Scientists have calculated that if two people are separated from each other by a distance of 10 m, then the degree of their communication is 8-9%. If you reduce the distance to 5 m, the degree of communication will increase to 25%. Naturally, in a large enterprise, which is located in several buildings, the degree of communication of employees is negligible. They are trying to compensate for the lack of communication with joint non-productive activities. In offices, workplaces are separated not by a blind partition, but by low cabinets or bookshelves. Employees sit at desks

arranged in several rows, with the boss sitting in the last row. This not only allows management to easily control the intensity of subordinates' work, but also helps employees communicate.

The corporate spirit, which manifests itself in the dedication of employees to the ideals of the company, acts both as a goal and as a means of management. The sense of ownership rooted in the psychology of Korean workers, no matter how illusory it may be, is directly related to the cultivation of the corporate spirit and is realised in very real economic indicators.

Among the means of motivation in Korean companies, the system of lifelong hiring is also used. This type of hiring is typical only for large firms. Every year in winter, when students and schoolchildren graduate from educational institutions, companies conduct testing for those who want to take permanent staff vacancies. The test includes English, hieroglyphics, a subject by profession and questionnaires. Enrolled students undergo a period of adaptation and training, and only after that are allowed to perform official duties at the workplace. Lifelong hiring gives the company active and dedicated workers. Of course, this type of hiring is primarily beneficial to business, but employees also subjectively feel the benefits. From the first days they have confidence that they will not be left without work, that their work will be paid in accordance with the intensity of their activities, and upon

reaching 55-60 years they will be able to retire and the company will pay them a solid pension benefit.

Speaking about the motivation of the staff's work, it is impossible not to mention the material remuneration. Money is the most obvious way to reward an employee. Contradictory estimates of the amount of money needed to motivate effective actions date back to the time of the origin of the theory of human relations. Although Frederick Herzberg came to the conclusion that most people attribute payment only to hygienic factors that ensure the absence of dissatisfaction. Recent studies have shown that in the presence of certain conditions, wage growth stimulates an increase in labour productivity. The first condition is that people should attach great importance to salary. The second is that people should believe in the existence of a clear link between wages and productivity and, more specifically, that an increase in labour productivity will necessarily lead to an increase in wages.

In Korea, material incentives take various forms: higher wages, increased loans for housing construction and lower interest rates, easing restrictions on the purchase of certain types of consumer goods on credit, such as cars, furniture and computers.

The employee's salary consists of the base rate, allowances and bonuses. Unlike American companies, South Korean firms, when setting the basic salary level, pay priority

attention to which area of business, in which department the specialist or manager will work. The amount of the basic salary depends on the importance of the activity of a particular unit in strengthening competitiveness, implementing the market strategy of this company. Along with the level of education in South Korean firms, the employee's work experience is taken into account, as well as his age.

The increase in the base rate is as follows:

1. Before marriage (up to about 30 years) - a moderately upward curve
2. After marriage and the birth of children (30-40 years) a steep climb
3. Upon reaching production maturity (about 45 years) - again a moderately upward curve.

In the pre-retirement age, the base rate does not increase. Allowances are paid for skill, for a managerial position, this includes representative expenses going to treat the company's customers in restaurants, for initiative, rational proposals and overtime.

Bonuses are usually paid twice a year, in June and December, their size is directly proportional to the company's profit.

There are two forms of remuneration - piecework and time-based. The most common is monthly piecework, i.e., this is the established salary plus an additional payment for the results of labour. The following factors can affect the number of wages: improvement of production technology, modernization, the quantitative result of labour, with modern technology and technology, the contribution of one person is not noticeable, the energy of the employee in performing a particular job, their zeal, desire, activity, the level of education and qualifications.

Upon dismissal, each employee is paid severance pay so that they can find a new job. Of course, fair remuneration for work is impossible without an accurate assessment of the activities of the staff. Therefore, once a year, each company evaluates the merits of each employee. This assessment takes into account the results of the work performed, moral and personal factors, performance, etc. and it directly affects wages and promotion. According to the materials of the special issue of Korea Investment Trust Co., Ltd., this can be depicted schematically as follows.

However, the methods of material encouragement have their drawbacks. Firstly, they are fraught with turning a motive into a goal. Secondly, they are not flexible enough in the conditions of saturation of the personal consumption market. Thirdly, they are able to influence too sharply the traditional ideas of Koreans about the very meaning of labour activity. Usually, Koreans worship work

and see the meaning of life in it, and too much emphasis on the material aspect sometimes comes into conflict with this reverent attitude to the labour process.

In Korea, the practice of keeping the payment amounts secret is used. In this way, they try to solve the problem of employees feeling an unfair assessment. Unfortunately, this is not only difficult to do technically, but also makes people suspect injustice where it actually does not exist. In addition, if you keep the amount of an employee's earnings secret from his colleagues, then, as follows from the expectation theory, the organisation risks losing the positive motivational impact of wage growth. It should be simply explained what causes the difference in remuneration. If it depends on different labour efficiency, then it is necessary to explain to employees who receive less that when the effectiveness of their work reaches the level of their colleagues, they will receive the same increased remuneration.

Confucian views on management, despite the positive impact, become a source of many problems and reduce the effectiveness of management. A strict hierarchy of ranks with vertical management gives excellent results in small companies, but in large ones it is ineffective, because the horizontal level of management is poorly developed. It may seem strange that in Chaebols, Korean financial and industrial groups, all actions are coordinated through the

main office. With a variety of branches, cooperation within the firm is rare.

The management style is very authoritarian. Foreign businessmen express dissatisfaction with the fact that even when creating a joint venture, it is difficult for them to get an audience with a Korean who, as it seems to him, occupies a higher position, which means, according to Confucian canons, should not communicate directly with subordinates. However, as experts say, it's not about Confucian morality, but it's excessively harsh Korean interpretation compared to other Southeast Asian countries.

Another disadvantage of Korean companies is the family management method. Responsible positions are often inherited or occupied by relatives, regardless of qualifications and working capacity. Only two years ago, the largest financial and industrial groups Daewoo and Samsung dared to dismiss the relatives of the heads of companies from senior positions because they did not have the necessary qualifications.

In May 1994, the Shinhan Research Institute published the results of a study of 1,200 small and medium-sized companies. The results showed that 54% of owners, after retiring, want to see relatives in their place, and not employees of the company who are not related to them. 38% of them see their eldest sons as their successors, 10%

children or son-in-law, 6% pointed to other relatives. On the other hand, 24% said they would choose a successor from the company's staff, and 15% would look for a professional on the side. According to the Institute's experts, such a situation may have a negative impact on the competitiveness of business in the conditions of the gradually opening Korean market.

The main reason for transferring their place to a relative is that the current owners want to keep the opportunity to participate in decision-making even after retiring. Among other reasons, 21% indicate the need for considerable effort and time in order to find a successor on the side. 12% are sure that the transfer of their business by inheritance is simply their responsibility.

The research results also revealed an extremely autocratic approach to appointing a successor. Almost half (45%) said that when appointing a successor, they are not going to consult with anyone, and only 15% will discuss this issue with future candidates for their place. Most said that if the appointment of a new head of the company provokes a protest from the staff, they will try to convince their subordinates to give them a chance instead of changing their decision. Only 8% agree to look for another successor in these circumstances.

Despite the above shortcomings, it must be admitted that as a result of the mutual influence of the cultures of the

West and the East in the personnel management system of South Korean companies, the following has developed. The required "human factor", which ensures high management efficiency. Unlike American, Korean and Japanese managers pay much more attention to educating staff a sense of responsibility for their company community, use a long-term hiring system, up to lifelong, rather than short-term contracts, rely on loyalty and cooperation, rather than on individual achievements of employees, give staff the opportunity to better understand the company's activities, alternating the work performed by them and gradually moving up the corporate ladder, rather than locking the employee in a highly specialised activity. This is what helps them to manage their staff effectively. One way or another, the Koreans managed to find the optimal combination of their historical Confucian values and the latest management approaches of the West and Japan.

Chapter 7: **Additional Information**

South Korean climate

The climate of South Korea is monsoon temperate. This type is typical for East Asia. It also affects the vagaries of the weather in the DPRK, Japan, and Northeast China. In winter, dry and cold air comes, which "travels" from Eastern Siberia, in summer – cool and humid from the Pacific Ocean. Jeju Island stands apart, where the climate is subtropical.

Features of the seasons

Residents of Korea consider the climate to be the dignity of their country. They are proud of the fact that they have four distinct seasons, smoothly replacing each other. Oleg Kiryanov mentions this in his book "Korea and Koreans". Koreans consider the climate of their country special. Perhaps it is the proximity of Southeast Asia, where there are only two seasons – dry and wet. According to Koreans, all four seasons are a gift that only selected countries deserve.

Spring

The climate of Korea is really very pleasant. Koreans believe that spring comes with the arrival of swallows

and cherry blossoms. The spring weather is mild and sunny, the whole space is drowned in fragrant flowers. Ambient temperature +10 – +20 . It is customary to go out into nature or take a walk in the park, admiring the spring landscapes. This period is beloved by the people, but short – from April to May, two months.

Summer

Recently, the climate on the Korean peninsula has changed due to global warming, it has become milder. Coming into its own, summer brings heat and stuffiness. The thermometer column reaches +25 – +30 . Abundant atmospheric moisture comes along with oceanic air masses. From the second half of June, the rainy season begins, which is called "plum" – they coincide with the ripening period of this fruit.

Showers with thunderstorms do not stop. Until the beginning of August, they are very strong. Cyclonic storms pass by the territory of the country, which increases the rainy season. In 1.5 months, 60-70% of the annual precipitation falls. In combination with high temperatures, rainy weather creates a kind of "steam room" in the country. Most of all "gets" the southern coast, as well as the islands of Jeju and Ulleungdo. Most precipitation falls here.

Autumn

The climate of South Korea differs depending on the region. But in general, the rainy season finally ends in September. Autumn pleases not only with mild weather, but also with beauty. Along with spring, Koreans consider it the best time of the year. The carpet of multicolored leaves, the bright coloring of the trees – all this is impressive. The autumn period is October and November.

Winter

What is the climate in South Korea and is it comfortable in winter? The answer is also very pleasant: the winter period is dry, with a clear blue sky, light frost. Jeju Island seems to be bypassed by winter: from +1 to +3 degrees. In other regions of the Republic, the temperature is lower: from -2 to -5. The air flows come from the interior of the continent. Since the monsoon is characterized by low temperatures and dryness, 10% of annual precipitation falls in 4 months.

The hottest month is July (about +31), the coldest is December (-4). The difference between them is significant, especially in the northern regions. For example, in Seoul, this difference reaches 28.3 degrees.

Climatic conditions of the regions

The climate of South Korea varies in different parts of the country. For example, you can compare Seoul and Busan, between which the distance is small – 400 km. But they are located at opposite ends of the country. Busan is located by the sea coast: in summer the city is cooler than in Seoul, and in winter it is warmer.

The amount of precipitation per year is also different. In the north it falls from 900 mm, in the south – from 1500 mm. But you can't guess the exact figure and intensity of the rains. Even knowing what the climate is in South Korea, it is not always possible to guess the amount of precipitation. For example, up to 3 typhoons pass over the country annually, causing floods. There are dry years and rainy ones when the average is exceeded by 30-50%. Because of this, droughts and floods occur, which local farmers are not happy about at all.

And yet the climate on the Korean peninsula promotes the cultivation of heat-loving crops: peanuts, sesame, cotton. In the north of the country, the climate is more severe. Snow falls here every year, and the thickness of the snow cover is often a meter. Snowfall is rare in the southern territory, not every year. If they fall out, they don't last long. For example, in Seoul – about a month, in Daegu – 17 days, in Busan – up to a week.

Due to the vivid expression of the seasons, a clear cycle of seasonal changes has been established, which the locals are guided by. Since ancient times, there has been an agricultural calendar, which was associated with different periods of the year. For example, with "bread rains" or "great heat".

South Korean holidays

1. NEW YEAR 신정 (JANUARY 1)

New Year's holidays are the most anticipated for everyone. Many people strive to meet it with special chic and splendour, so that wealth and luck accompany them all year round. Not only are customs and traditions surprising with their diversity, but also the dates of the celebration differ significantly in different countries. Despite the fact that Koreans live according to the solar (Gregorian) calendar, they celebrate some holidays according to the lunar calendar. For example, the New Year is celebrated twice in Korea.

Together with other countries, the beginning of the year is celebrated in January, and the Sollal state holiday is celebrated only in February, so the multinational population and tourists enjoy both celebrations. An

abundance of bright, colourful performances, a varied menu and amazing hospitality is provided to everyone.

What surprises the weather for the New Year

Being in a temperate climate zone, this land pleases its inhabitants with all four distinct seasons. Winter begins in December and ends in February. Usually, with the onset of winter, the monsoon rains end, and dry and cool weather sets in. Sometimes there is precipitation in the form of snow or rain. The alternation of cool and warm days allows you to enjoy exotic views and unique nature while celebrating the New Year in South Korea.

Being in the city or travelling to places of interest, you can always count on good weather. It will allow you to capture beautiful views of the ancient mouth left over from the lava flow, mysterious volcanic columns or a lonely rock on the shore of the Vedolge.

Modern Traditions

As in other countries, the New Year in Korea is celebrated on December 31st - January 1. It is not customary here to postpone holidays that have fallen on weekends, Koreans are happy to spend them with their families. They are sensitive to every opportunity to congratulate each other

and relax. The main tradition is to meet together on the first day of the next year.

To understand how the New Year is celebrated in Korea, you can follow the locals on a short trip. Many leave with their families to the Seoraksan and Odaesan National Parks to meet the New Year's dawn there. Outdoor enthusiasts travel to the mountains or to the sea.

The country is surrounded by water expanses on three sides. Contemplation of the Yellow, Japanese Seas or the Korean Strait, which also gives a lot of pleasure. Relaxing and meeting a January morning at the top of Mount Seoraksan near Seoul is considered a sign of a good start to the year.

New Year entertainment and treats

The New Year begins in South Korea with the decoration of the streets in mid-December. Festive illumination, decorated trees, cheerful music, bright posters with congratulations are everywhere. Holiday wishes are heard in offices and enterprises, in apartments and houses. Karaoke bars are crowded with singing young people.

A favourite activity of Koreans is to fly kites (yon) from bamboo sticks and special paper (changhoji) at all folk festivals. Traditionally, at this time there are many tourists

on the streets of cities who want to see how the New Year is celebrated in Korea. Numerous restaurants offer festive national dishes and drinks.

Korean cuisine, mainly rice, is striking, meanwhile, with its mouth-watering flavours and unusual tastes. A variety of vegetables, original seasonings make it low-calorie and very nutritious, which is especially important at the festive table.

Tables with national treats are set everywhere. The main one of them is ttok. Sweet rice cake is considered to be a symbol of prosperity and happiness. Every Korean strives not only to eat himself, but also to feed them to all his guests.

2. KOREAN NEW YEAR 설날 (JANUARY)

Beloved by all Koreans without exception, the Lunar New Year is celebrated on a large scale and with fun. This is the longest holiday of the year. Previously, public holidays lasted 15 days, starting with the new moon and ending with the full moon. In modern life, of course, it is not possible to celebrate 2 weeks. Officially, Seollal was named a national holiday in 1989, it is celebrated for 3 days, starting from the New Year itself, but many private institutions and companies do not work for longer.

Family for a Korean is a very important aspect in life. At every opportunity, whether it's Harvest Day, Christmas or Korean New Year, everyone from young to old tries to get into the house of their parents or their parents, the main and oldest family members. As a result, the vast majority of the population goes to the province for the holiday to celebrate the celebration with relatives of a large friendly family.

The main magical artefacts and beliefs Seollal

Regardless of which animal becomes the symbol of the New Year, houses are necessarily decorated with images of two animals: a tiger and a chicken. Koreans believe that a tiger will scare away evil spirits and bad people from their family, and a chicken will bring prosperity and prosperity. Of all the holidays, the most important is the last one: the time of the full moon. Its colour determines the weather and yield in the coming year:

- Red means dry year.
- White means rainy weather.
- Bright means fertility.
- Tarnished means a poor harvest.

According to legend, the magical properties of the moon can bring great happiness to the one who sees it before everyone else. For a childless family, it is the birth of an

heir, for the lonely, a meeting with a loved one. To see the rising moon before everyone else, people try to be higher by this moment: they climb roofs, hills, go to the mountains, go out to the balcony or attic.

Rituals of meeting the New Year according to the lunar calendar "chhare" and "sebe"

The Korean New Year begins with the beginning of the first day of the new month. In families, it is customary to get up very early on this day and dress up in traditional festive clothes "hanbok" or a special New Year's "solbeam". The procedure of ancestor worship and sacrifice of "chhara" begins. All the relatives are already gathered. On the table there are fruits, meat, sweets and tablets with the names of ancestors up to the 4th generation. It is believed that it is necessary to mention all the ancestors, otherwise their souls, who descended to earth during the holiday, will be forgotten.

Festive table in the Korean New Year

Between the rituals of "chhare" and "sebe" follows a feast at a festive table, where a lot of dishes and traditional dishes are already waiting. But the first thing you need to taste is the "stock" soup. It is a beef broth with a bone with thinly sliced slices of rice bread. This symbolic soup makes a person 1 year older.

The age of a Korean increases by a year in Sollal, not on his birthday. Interestingly, one-year-old children born before the New Year are immediately considered two-year-olds, since 9 months in the womb are also counted for them. Also on the festive table there should be a certain set of traditional dishes:

- Meat on ribs "kalbi".
- Dumplings in Korean "mandu" stuffed with fish, meat or seafood.
- Tortillas of beaten rice with nuts and honey "book".
- Porridge of 5 cereals.
- Rice wine, slightly chilled.

By tradition, in the Chinese New Year, you need to eat hearty and tasty, and the festive table is set very generously. Each hostess adds her own specialties. The dishes are prepared the day before, and collectively, because there is simply no time for cooking on this day. At the festive table, everyone treats themselves, remembers their ancestors, has fun and discusses plans for the future.

New Year gifts

Koreans prefer two main types of gifts, except for sincere wishes of happiness: food and money. In the New Year's bag you can get a set of canned food, sweets, certificates for visiting any services or shops, just money. Colleagues,

friends, relatives can be given personal hygiene kits, shampoos, balms, soap, up to a toothbrush and paste.

Adult children present their parents with various gifts in terms of cost and purpose: honey, ginseng, massager, massage chair. If you are invited to visit a Korean family on Sollal, you can take traditional sweets, dried fish, fruits, and a beef delicacy as a gift. It is such products that should be present on the New Year's table during the sacrifice procedure.

Entertainment during the New Year holidays

Modern Koreans try to go to their relatives, but there are also those who prefer to go on a foreign tour or go to mass festive events taking place in big cities. In royal palaces or city parks, you can play traditional games "chegichhagi", "thuhonori", launch a colourful kite "yeonnalligi", ride the Korean swing "neolttwigi". Some people like to just go to the cinema, where they arrange to watch the best films of recent years.

A large number of TV channels broadcasting New Year's shows and concerts will entertain stay-at-home people. In the company of friends or relatives, a board game "yutnori" is played in Sollal, resembling Russian games with the movement of chips by numbers on cubes (in yutnori – dice), which are thrown in turn. She has quite simple rules,

so it will not be difficult for a foreigner who got into a Korean family for the New Year to understand her rules and join in the general fun.

Tips for visitors

Guests of the Republic of Korea who have decided to come to this country to celebrate the Korean New Year need to remember about the pre-holiday turmoil in shops and many kilometres of traffic jams on the roads. Tickets are purchased a month before the start of the holidays. Usually, in mid-January, it becomes difficult to buy them at the ticket offices of train stations, bus stations and airports.

Most stores close for 3 days, so it is better to buy products in advance. Restaurants and cafes are open, so you will not stay hungry. A huge amount of mass entertainment, light shows, concerts and festivities are waiting for tourists and locals in megacities. Museums, historical temples and other national attractions will not be visited during these 3 days.

3. INDEPENDENCE MOVEMENT DAY 삼일절 (MARCH 1)

March 1 refers to public holidays that Koreans honour and celebrate throughout the country from small to large. This

is a matter of special pride for the people of Korea, because it has become a turning point in the minds and lives of people. On March 1, 1919, the Declaration of Independence of Korea was publicly read out.

The history of the Samiljeol holiday

At the beginning of the 20th century, the colonial system was established on the Korean peninsula under the regime of Japan, which, after the victory over Russia and China, felt quite confident. However, freedom-loving Koreans strongly resisted the occupation and conducted covert opposition activities on the territory of their country.

The heavy policy of assimilation, which Japan adhered to, generated indignation and indignation among the local population. It was forbidden even to teach children their native language and teach it in local schools. The Japanese took 50% of the rice harvest.

The local population was in extreme need. Finally, the indignant people could not stand it and tried to organise an uprising. On March 1, 1919, several million Koreans across the country began protests against the existing occupation regime.

The day of reading the declaration of independence

In Thapki Park, Seoul, 33 activists read the Declaration of Independence of Korea to the people. The uprising was brutally suppressed, a wave of repression swept through, which claimed the lives of about 7 thousand local residents. Despite the unsuccessful attempt to get rid of the aggressor, this day became the national holiday of Samiljeol ("March 1 Holiday") in South Korea.

It was the beginning of an active struggle for the independence of the country. The results of this uprising were quite significant. Governor-General Saito Makoto realised that forceful methods negatively affect the attitude of the world community towards Japan. He allowed books to be printed in Korean and relaxed censorship. Also, in Shanghai and China, a Provisional government was created that led the Korean resistance under the leadership of the future President of Korea Lee Seung Man.

How Koreans celebrate March 1st?

In the Korean capital, a solemn ceremony is held annually in Thapki Park in the presence of the republic's top leadership dedicated to the March 1 holiday. Older people like to visit this park. This topic is closer and clearer to them, the atmosphere of the struggle against the usurpation of another state is fresh.

In the country, March 1 is an official day off. The holiday is celebrated with the national flag raised, and by the whole country. People walk down the street with national flags in their hands, and take part in demonstrations.

The Seodaemun Prison Museum is very popular with Koreans and foreign tourists on this day. Events are also held here in honour of the March 1 holiday. Some of the prisoners were political, mostly fighters against the Japanese regime. In the lobby of the museum, the entire wall is occupied by a panel with the text of the Declaration of Independence.

The national heroine of Korea, Yu Gwansun, was kept here and died under cruel torture. She took part in the uprising on March 1. At that time she was only 17 years old. The girl was repeatedly arrested for distributing the Declaration of Independence among the population and calling on residents of villages and cities to fight against the occupiers.

Even in prison, despite the torture and beatings, young Yu Gwansun continued to incite prisoners against Japanese totalitarianism and strengthen the patriotic spirit of the people. If you ask a Korean to name the names of famous personalities associated with the celebration of the Day of the Declaration of Independence of Korea, the first name

will be Yoo Gwansun, the girl who became the national heroine of the republic.

4. BUDDHA'S BIRTHDAY 석가탄신일 (MAY 30, 2020)

One of the largest and most beloved holidays in Korea is the Birthday of the Buddha. It has the status of an official weekend and falls in May. Every year the date changes depending on the phase of the moon. For Koreans, this is one of the main events of the year. It is celebrated very magnificently and colourfully.

Pre-holiday week

Koreans start preparing for the Buddha's birthday a week before the holiday. Various events with the participation of famous artists and local talents are held on the main squares of the cities, in entertainment centres and other public places. Walking through the streets of South Korea during the holidays, you can come across some kind of performance around almost every corner. In the endless kaleidoscope of street dancers, singers, musicians and martial artists, it's easy to lose track of time and get lost, but most of all, the evening fire shows are remembered, fascinating with the beautiful play of fire.

Paper lanterns

A lot of attention is paid to decorations during the preparation for the Buddha's birthday. The main element of the festive decor is paper lanterns in the form of a lotus flower. They are hung out singly and in whole garlands in houses and temples, in shops, near trade shops and just on the street. They are lowered down the rivers, attaching leaves with wishes to them. They are everywhere, in a variety of shapes and colours. It was as if thousands of colored butterflies descended directly from the rainbow to Korea to congratulate everyone on the great holiday. In recent years, compositions of lanterns illuminated with neon light have become very popular. On the Buddha's birthday, they make whole tents and alleys out of them. In the illumination of their lights at dusk, it is impossible to remain indifferent and not join the general festive mood.

Holiday traditions

The week before this holiday is considered sacred in Korea, so every day hundreds of people visit Buddhist temples to make donations, pray and ask for well-being. Deeply religious Koreans stand every day for a festive service, after which they ask the deity for various benefits for themselves and their loved ones near the statue with the image of Buddha. It is believed that the benevolent Buddha listens to everyone who addresses him these days. Monasteries organise charity dinners with various treats and tea for poor parishioners and others who wish.

Lotus lantern parade

The main event on the Buddha's Birthday is the Lotus Lantern Festival. The lotus flower is sacred in Korea. In Buddhist teachings, it symbolises purity of heart and spirit and a lotus-shaped flashlight, illuminated by a light from the inside, embodies the light of truth that the Buddha brings to the world. They are the main attributes of the evening festive procession. The participants of the parade hold them in their hands, moving along the main streets of cities and towns surrounded by glowing figures of dragons and other characters of Buddhist mythology. Anyone can join the column at any moment.

Anyone who has witnessed the lotus lantern parade will say that this is a truly fantastic sight. On Buddha's birthday, a miracle happens in the Land of Morning Freshness. There is no other way to call this carnival of fireflies in an atmosphere of universal joy and fun, which ends with the rite of burning messages with wishes and launching air lanterns to the sky.

5. MEMORIAL DAY (JUNE 6)

June 6 is an important day in the list of Korean holidays, Koreans celebrate the signing of the armistice, which marked the end of the Korean War of 1950-1953. It was established in memory of those who died in the struggle

for independence and in 1970 received the status of a state holiday along with such holidays as Liberation Day and Constitution Day. Banks, offices and institutions are closed on the occasion of the holiday. All entertainment centres, restaurants and museums are open to the public.

A minute of silence

Memorial Day is the official name in the calendar. It is popularly called the Day of Devotion, devotion to their history, gratitude to the soldiers who died in battle, memory of civilians who sacrificed their lives for the salvation of the Motherland. This holiday in Korea is treated with special trepidation and respect.

Every year on Memorial Day at 10 o'clock in the morning, a memorial ceremony is held at the memorials and burial sites of the heroes, at the beginning of which a siren sounds calling for a minute of silence to honour the memory of the victims. This is not just a symbolic tradition. The local population takes such a display of respect for the fallen patriots seriously. At that time, flags are lowered on the streets, the music fades and even the movement of motor transport stops.

Special events

On this day, as on other holidays in South Korea, residents of towns and villages put on beautiful outfits and whole families go to lay flowers at the graves and monuments of soldiers, which are decorated with flags and white chrysanthemums especially for the holiday. In Asian countries, this flower belongs to the mourning symbolism.

People of different ages pin it to their clothes, expressing grief for the dead.

In honour of veterans and participants of the war, various events are held on Memorial Day. Military-themed songs are performed at concerts. The most popular is "The Last Prayer", which is a kind of hymn of those times. Schoolchildren put on theatrical performances with scenes of battles and everyday life of the war years. They take a very responsible approach to this event, they sew costumes and make scenery for performances. Koreans have been raising children since childhood, instilling in them respect for the history of the country.

National cemetery

The main ceremony of South Korea on the occasion of one of the greatest holidays of Korea, dedicated to the fallen in battle, is taking place in Seoul. The city marked the beginning of the war with the attack on it by North Korea,

which resulted in the death of more than 7 thousand people.

The celebration is held by the President at the National Cemetery. On its territory, among the statues with figures symbolising the servicemen of the land and naval forces, the remains of more than 150 thousand soldiers, ordinary women and men who gave their lives for the Motherland rest. On Memorial Day, their tombstones are decorated with caps of floral arrangements made of white chrysanthemums.

Koreans honour history and its heroes. The holiday is held in an atmosphere of infinite respect. People of all ages try to honour those who suffered and died for the country. The emotional and physical scars left by that war are too deep.

6. CONSTITUTION DAY 제헌절 (JULY 17)

For Koreans, July 17 is an important national date. It is marked in the Korean calendar as Constitution Day in Korea, although it is not formally the day of its adoption. It was officially approved on October 1, 1948. The holiday has the status of a state holiday, but is not an official holiday in Korea. Despite this, residents of the country celebrate it with various performances, concerts and events.

Historical background

Freed from the colonial rule of Japan, which lost in World War II, Korea became a hostage of the Cold War of the United States and the Soviet Union. In 1945, under the terms of the Soviet-American agreement, the northern part of the peninsula came under the jurisdiction of the USSR, and the southern part under the jurisdiction of the United States.

The latter became an officially proclaimed democratic republic in 1948 after the elections to the National Assembly and the proclamation of the Constitution of South Korea. At the legislative level, the holiday was approved a year later with the adoption of the Law on Public Holidays.

Since the adoption of the Constitution of South Korea, it has been rewritten several times with the advent of the new government. At the moment, its sixth version is in effect, but the celebration is still held in honour of the proclamation of the first version of the document. The July 17 holiday in South Korea was not chosen by chance and is timed to coincide with the founding day in 1392 of the last ruling Joseon dynasty, whose rule ended with the Japanese occupation.

In 2008, with the introduction of the 40-hour work week, the South Korean government decided to reduce the number of holidays per year. Ironically, just on the 60th anniversary of the Constitution of South Korea, this summer holiday has ceased to be a holiday weekend. The solemn ceremonies on its occasion are held only in Seoul and several other major cities.

How is the celebration going?

Contrary to government innovations, Constitution Day in Korea has remained one of the main holidays among the population. Koreans are very sensitive to their history and honour it, so a working day is not a hindrance to a positive mood. On this day, as a sign of solidarity and respect for national traditions, marathons, long-distance races and other sports competitions are organised in different parts of the country, official participation in which frees employees and employees from labour discipline.

When the July 17 holiday in South Korea falls on a Saturday or Sunday, mass festive processions with large unfurled flags of the republic take place along the city streets. The national flag of the Republic is the main attribute of the celebrations in honour of the Constitution Day in Korea. South Koreans greet each other from afar, waving flags, smaller copies of the national flag, and even paint their faces in the colours of national symbols.

Though not all the population share the festive mood and the fuss around the general celebration. For some of the Koreans, especially the older generation, this day is a reminder of the external political influence on human destinies and the division of a once united large state.

7. LIBERATION DAY (AUGUST 15)

Every year on August 15, the liberation day of the Republic of Korea is celebrated, "Kwangbokchol". This word translates literally as "The Feast of the return of Light." For every Korean, especially the older generation, this is really the brightest day in history, because in 1945 the territory of South Korea was liberated from the long-term repressive rule of Japan.

The history of the struggle and the emergence of the holiday

The day of the liberation of Korea on August 15 became significant for the state, the occupation lasted for many years. Back in 1904, Japan invaded the territory of Korea, a year later established a protectorate over it, and in 1910 annexed it.

During the years of occupation, the Japanese carried out repressive actions aimed at destroying the state and the entire Korean nation. Koreans were forbidden to use their

written language, communicate in their native language, they were ordered to replace their surnames and first names with Japanese. All national holidays of Korea were banned.

The occupiers tried to destroy the cultural heritage that had been created for thousands of years. About 8.4 million people were forcibly recruited, abducted, taken to the field of war or hard labour. During the occupation, about 1 million civilians were killed.

In February 1945, the countries of the anti-Hitler coalition decided to send troops to Korea for the surrender of Japan. Already in August, the Soviet Union declared war on the coloniser, began active actions against the Japanese army. The Korean anti-Japanese movement was led by Kim Il Sung. The Americans also conducted military operations against Japanese troops, on August 6, the United States dropped an atomic bomb on Hiroshima, and on the 9th on Nagasaki.

This forced Emperor Hirohito to surrender on August 14, 1945 and liberate the occupied territory. The next day, on August 15, this was announced on the Korean peninsula. The Day of the liberation of South Korea was a turning point, which meant the rebirth of the nation.

Festive events

The date of August 15 has a special meaning and patriotic message for the whole country, because it was on this day that Korea was freed from Japanese colonial rule. Koreans are true patriots of their homeland and August 15 is a mass holiday and an official day off.

Like all holidays in Korea, Koreans celebrate this day very pompously and beautifully. The celebration is not complete without an official ceremony. It is attended by the first persons of the state, the president, the Prime Minister, ministers, and heads of large enterprises. They gather to honour the dead. The President delivers a message to the whole nation. Political and economic issues are also considered. The ceremony takes place at the Cultural Centre named after Sejong the Great or at the Independence Museum.

South Korea's Liberation Day is celebrated in all big cities and small villages. Various cultural events are held, Koreans hang out their national flag in memory of patriots who lost their lives in a difficult struggle. The use of transport, as well as visiting exhibitions, museums, and festive events for veterans is completely free on this day.

The Day of the Liberation of Korea on August 15 is celebrated in different countries. Every year, the entire Korean diaspora celebrates this important event in Europe,

America, and Asia. She holds fun festivities, accompanied by national songs, dances, treats.

The holiday of the liberation of the Republic of Korea is of great importance for modern history, because on this day the country regained its long-awaited national independence after the colonial rule of Japan, and the people received freedom and independence.

8. DAY OF FOUNDATION OF THE COUNTRY 개천절 (OCTOBER 3)

Every year, on October 3, Korea celebrates the National Day of the Founding of the state. In Korean, it is also called Gaecheonjeol, which means "The day when the sky opened". The festive date symbolises the ethnic unity of Koreans and the identity of this ancient culture. The Founding Day of Korea is one of the five main holidays and officially a day off.

The origins of the celebration

The holiday is associated with quite ancient times: it is believed that in 2333 BC the first state of the Korean nation, Joseon, appeared. The founder is called Tangun, and on this day he is massively glorified. There is an old legend associated with the National Foundation Day.

According to mythology, there once lived a lord of heaven and his son Hwanun. The heir wanted to go to earth and rule the world from there. He told his father about his desire, and he looked at a wonderful place, Mount Taebaek. This hill is located on the Korean peninsula.

Then Hwanun gave the heir the heavenly seals and sent them to earth. Together with 3 thousand people, Hwanun created the city of Blue, from where he ruled the world. It affected wind, cloud cover and precipitation. Hwanun also took care of the growth of cereal crops. He influenced people's affairs and their destinies, and sent good and evil moments of life. Every day of the year had its own task.

Having heard about the miracles that are happening on earth, the animals decided to come to Hwanun, a bear and a tiger. They wanted to turn into people. Hwanun condescended to dreamers: he demanded that animals not show themselves in the sun for a hundred days. I gave them a stalk of wormwood and 20 cloves of garlic with me, that was all the food. The tiger did not cope with the task, and the bear showed fortitude and turned into a woman.

However, the magical transformation wasn't enough. The woman dreamed of a baby, asked the spirits about it, but nothing came out. Then Hwanun "turned into a man" and became her husband. The couple had a child Tangun Wang. According to legend, this descendant of the heavenly lord

formed the first Korean state of Joseon ("Morning Freshness"), on the banks of the Taedong and Liao rivers. Tangun ruled for 1.5 thousand years. This legend is kept by the "Chronicles of the Three Kingdoms", a monument of Korean historiography "Samguk Yusa".

South Korea connects the founding day of the state with this legend. Interestingly, the name "Tangun" is interpreted in different ways: "Master of the Tang tree", "Ruler of the altar", "Heavenly Prince". Researchers suggest that this is not the name of a certain person, but the name of a "position". Probably, for thousands of years, the territory was ruled by "Tanguns", for example, the high priest of the Joseon tribe could be called that. It is assumed that it could not be a real person, but a patron spirit. Andrey Samozvantsev mentions this in his book "The Mythology of the East".

From myth to the gratitude of contemporaries

Until the XIII century, the legend was kept in the people's memory, but when internal troubles escalated and the invasion of opponents intensified, it was turned to as a "saving straw". The legend helped to unite the country and unite the people. Tangun was called a common ancestor, he was worshipped as a deity. Altars and chapels appeared in his honour.

Foundation Day became a national holiday in 1919. Initially, the celebrations were held, checking with the lunar calendar, on the 3rd day of the 9th month. In 1949, they decided to organise celebrations on October 3 and fixed the date at the legislative level.

Korea rejoices: Patriotic extravaganza

The national flag is raised in the country, various events and rituals of worship of heaven are organised. Paying tribute to their history and founders, Koreans hold a procession to the sacred altar of Tangun. According to legend, he himself created an altar in honour of his father and grandfather, in gratitude for their favour and help. The sanctuary is located on Mount Manisan on the island of Ganghwa-do (Gyeonggi Province). The demonstration ends with a ceremony of worship of the father of the Korean people in this legendary place.

Korea's holidays are always bright, and this day is no exception. Festivals, screenings, burning of sandalwood incense sticks, street parades, fireworks, entertainment for every taste! All state institutions are closed so that everyone can join the festivities.

Celebrations in Seoul

The celebrations are held at the Sejong Centre. Both the Government of the country and representatives of other states take part. The opening ceremony is colorful: with dancing and singing, a demonstration of martial arts. The performances are filled with legends and myths of the people, which are associated with the Gaecheonjeol holiday. Part of the event is the solemn words of the main figures of Korea. The national anthem is always performed.

People pray in temples for the national prosperity of the country. One of the most sacred corners of the Republic is Mt. Taebak. During prayer, it is customary to burn sandalwood incense sticks. You can also see a really colourful carnival. During the festive processions, Koreans wear the best outfits. On the face there are masks that symbolise the heavenly god Tangun. Everyone congratulates each other, wishing happiness and well-being.

Festive table and fireworks

The holiday on October 3 in Korea ends with a salute. In Seoul, locals and foreigners rush to Yeouido Park, which is located along the Han River. In honour of the holiday, the sky is illuminated by the lights of a magnificent fireworks display. Americans have a similar tradition on Independence Day. Celebrations are held not only in Seoul, but all over Korea. This day is an occasion to remember our

traditions, as well as the opportunity to demonstrate a rich culture to the world community.

There are several popular dishes that are served on this day. For example, Chapchae is a traditional festive snack made of noodles, fried vegetables and meat. It is fried in hot sesame oil with the addition of soy sauce and garlic. The dish Samgepsal (grilled pork slices) and Sollonthan (rich Korean soup) are also known. Sweets are served with Suksilgwa, a combination of fruits, ginger, nuts and honey, as well as Jeonggwa (resembles jelly).

9. CHUSEOK 추석

The Chuseok holiday in Korea is one of the most beloved family traditional rituals, for which it is customary to gather at the senior family members with a full family, including relatives from other regions of the country. At the same time, it is necessary to go to the cemetery, cook traditional dishes with the whole family, and at the festive table remember the departed ancestors.

The Korean holiday of Chuseok is a Harvest Day, akin to Thanksgiving in the United States, but this tradition originates from ancient times, when the days were counted according to the lunar calendar. On harvest day, the largest moon appears in the sky. The holiday date falls on the fifteenth day of the eighth lunar month (September or

October). She and the coming days "before and after " are considered weekends. The holiday lasts 3 days.

Obligatory rituals of the chuseok holiday

Modern Koreans, especially young people, do not thoroughly follow traditions, for example, they do not wear national clothes, but most rituals are carried out, as they were many centuries ago, practically unchanged. On this day, it used to be customary to wear a new hanbok, now it has been replaced with ordinary clothes. Koreans hold sacred traditions, especially solemn and family ones, so the Chuseok holiday is celebrated with a large feast, sacrifice, ritual dances and visits to the graves of ancestors.

Chhare sacrifice holiday

With the onset of the morning of the festive day, each family gathers at the "Chhara". A sacrifice in the form of traditional dishes, rice, rice cakes and alcohol from this year's rice, is placed on the table. Unlike the sacrifice for the New Year, the soup "tokkul" is not put on the table. A ceremony of worshipping spirits is held, after which the whole family is treated to the presented gifts.

Cleaning at the graves of ancestors

Since it is customary to remember deceased relatives and even distant ancestors on the Korean holiday of Chuseok, Koreans go to the cemetery after the sacrifice and meal. They put the burial sites in order, weed out weeds, remove garbage and leaves, mow the grass. The inhabitants of this country have such great respect for previous generations that pilgrimages to cemeteries begin in a month.

A treat for the deceased ancestors of "SONMYU"

This ritual is performed after mowing the grass and cleaning. Families set the table with a festive treat consisting of meat, fruit, sikh, alcoholic beverages. Koreans bow to their deceased ancestors, then also eat the food they brought, remembering their ancestors.

Festive table of chuseok

The dishes on the table on this holiday are quite diverse and differ depending on the region and family preferences. However, several dishes are a mandatory attribute of the menu on Harvest Day, like painted eggs at Easter. These menu items are present in every home and are prepared by all relatives who came to the holiday, both men and women.

Sonphen loaves are rice lumps of different shapes. Inside there is a filling, chestnuts, sweet beans, sesame seeds.

Rice dough is rolled out on boards strewn with pine needles, which makes the loaves acquire the aroma of pine needles. Koreans are sure that the more beautiful the loaves turn out, the happier life will be, so they try to make them neat and attractive.

"Jeong" tortillas are a kind of pie with meat or fish. Pieces of the filling are added to the dough and kneaded, sometimes red pepper or sesame seeds are added. These dishes differ somewhat in different regions of the country in composition and baking form.

Alcohol, the feast is held with the obligatory presence of alcohol made from rice of this year's harvest. This weak wine gives sincerity to the conversations of relatives who have gathered together from different parts of the country. Some even come from abroad.

Tips for visitors

If your trip to South Korea fell on the Chuseok holiday, you will undoubtedly find yourself in a spiritual, beneficial environment of reverence for ancestors and family fun. As large-scale events, you can watch the Sirim national wrestling competitions.

On Harvest Day, competitions are organised in every city. Sometimes they are held right on the street, and everyone

can see an exciting spectacle. Previously, the winner received a cloth, rice or a bull, today the winners get gifts and monetary rewards. It is not uncommon to see archery competitions.

The national custom of leading a round dance associated with an ancient legend also attracts tourists. A lot of Korean women, dressed up in hanbok, lead round dances and perform folklore tunes. This action is called "Kangan sulle". There are several legends about the origin of this beautiful ritual.

Though most often Koreans will tell you the story that once upon a time, under the emperor of the Li dynasty, a large enemy army attacked the country. Korean women, deciding to deceive the enemy and show that their army is also great, dressed in military armour, climbed a high mountain and began to dance in the glare of the fire. The attackers thought it was a large camp of Korean soldiers and retreated.

Arriving at Chuseok in Korea, you need to remember that many museums, palaces, galleries and other cultural and historical attractions listed in the guidebook may be closed, since this is a three-day weekend across the country. I advise you to familiarise yourself with their work schedule for this time.

Two days before the holiday, traffic jams begin in big cities, tickets for transport within the country are sold out in a month. If you do not have time to see everything you want, do not be upset. In return you will receive an equally interesting, historically significant event that will help you learn more about this beautiful country.

10. KOREAN WRITING DAY 한글날 (OCTOBER 9)

The Hangeul alphabet, a grandiose heritage of world culture, is one of the most important objects of national pride. The holiday, called the Day of the Korean Alphabet, serves as an indicator of the high cultural level of the population. It is dedicated to the originality of Korean writing, a tribute to which is paid by the entire world community.

The unique Korean writings

Hangeul is a phonemic letter of the linguistic way of the inhabitants of Korea. It was created by ancient Korean scientists at the request of Sejong the Great, who announced to all citizens of the country the publication of a document with a new alphabet in early 1446.

Hangeul refers to the basic syllabic writing system of Koreans. The main feature is that it is distinguished by its originality, ease of learning, as well as the absence of the influence of other languages. It is noteworthy that the

illiteracy rate in the Republic of Korea is the lowest in the world.

Koreans, in comparison with other Asian heritage, are very proud of writing and annually celebrate the Hangul Holiday on October 9. As a sign of this, he was highly appreciated by world linguists and since 1997 has been included in the UNESCO World Heritage "Memory of the World" register.

Historical data on hangul day

Initially, Hangul Day was celebrated on the ninth month of the lunar calendar. Later they began to celebrate it in Gregorian. Since that time, this date has changed many times. To avoid confusion, the date of mass publication of the alphabet was taken as a basis. It was decided to celebrate the Day of Korean Writing on October 9 every year.

Since 1945, the state has been declared an independent territory. At the same time, the official holidays of Korea were replenished with Hangul Day as a national treasure. It was designated non-working and received the status of a public holiday.

However, in 1991, Hangul lost the status of a day when no one should work, under the strong pressure of entrepreneurs, but the residents of the Republic treated

this date with special trepidation, they could not allow it not to be included in the official holidays of Korea. The struggle for the return of the non-working day has intensified among the cultural class. Thanks to this, today October 9 is a public holiday.

How to celebrate the day of Korean writing?

Every year Koreans celebrate Hangul Day on a large scale. Various festive events are held throughout the country, which are dedicated to national writing, culture, and literature. In honour of this day, various concerts, exhibitions, and various entertainment events are held in Seoul at Gwanghwamun Square, the King Sejong Memorial Hall, the Historical Museum and other memorable places.

In addition, conferences and meetings of the country's cultural elite are held in the literary centres at the main universities. The Day of the Korean alphabet is celebrated by philologists, linguists, and its connoisseurs even outside of South Korea as a sign of respect for the creators of one of the most original alphabets. After all, scientists have proved that Hangul perfectly coincides with the phonological structure of the Korean language.

The society of connoisseurs of this alphabet has been struggling for many decades to revive the celebration at the national level. Thanks to the persistence of the literary

elite, Korean Writing Day has been declared a weekend for the third time in the last 25 years.

11. CHRISTMAS 크리스마스 (DECEMBER 25)

A third of the population of the Republic of Korea professes Christianity, so Christmas in Korea is important for Koreans and is celebrated on a large scale. The date of December 25 is an official holiday and a day off, although formally it does not have much significance for Koreans from the standpoint of religion or national traditions. The holiday is perceived as a good reason to relax in an atmosphere of universal fun, joy and Christmas entourage in the Western manner.

Preparing for Christmas

Starting from the first days of December, city alleys, churches, houses and shopping malls are transformed, vying with garlands of colored lights. Christmas trees are dressed up and showcases are decorated. The street decoration is full of all kinds of Christmas-themed decorations, creating a cosy fairy-tale atmosphere.

The musical repertoire in public places changes to Christmas and New Year, filling the streets and rooms with a melodic overflow of bells. Cafes, bars and restaurants compete for the best festive menu, surprising visitors with

exquisite tastes and creative presentation of dishes. Christmas holidays in South Korea are not complete without Santa Claus, the main symbol of Christmas.

Christmas traditions

On Christmas Eve, services are held in Catholic and Protestant churches, followed by a performance by a children's choir. Schoolchildren and pre-school children dressed up as little angels and singing Christmas songs with sincere smiles do not leave anyone indifferent.

Christmas in Korea is the best time for the poor. Boxes are being installed on streets and churches to collect cash assistance. On the eve of the holiday, charitable foundations and organisations organise actions and collect donations, all funds received from which are transferred to the treatment of children with various types of diseases.

Festive table for Christmas in Korea

It is customary for Koreans to spend Christmas with their family at a Christmas dinner, which includes dishes of traditional Korean cuisine, led by a festive pie on the table. At the same time, the pie can be any at the discretion of the hostess, you can buy it in a pastry shop or bake it yourself, but it must be on any table. The rest of the dishes look something like this:

- Sweet potato noodles.
- Bulgogi with beef.
- Tteok – soup with rice bread.
- Spicy Korean kimchi.

Although most Koreans prefer to celebrate Christmas at home with their family, young people prefer bars, restaurants and cafes.

Festive events

Interestingly, congratulations on Christmas in the Korean manner sounds like "Merry Christmas" in English. This is how the younger generation congratulates each other. The older ones use the more familiar "메리 크리스마스", that is, "Merry Christmas!". To plunge into the festive atmosphere of the Christmas holidays in South Korea, it is enough to go to popular public places of mass festivities, games and entertainment.

Entertainment parks, shopping malls and department stores turn into real fairy-tale realms, sparkling with LED illumination and luxurious decorations in the spirit of Christmas. They host Christmas festivals, musicals, theatrical performances and masquerades. Toy factories and post offices are operating in the central city squares for kids, collecting letters with children's wishes for delivery to Lapland.

Christmas shopping and gifts

Christmas holidays in South Korea are associated with the onset of a good time for shopping. The showcases of boutiques and shopping centres attract with pleasant discounts and favourable offers. Magic "SALE" signs are an invariable attribute of Korean shopping on the threshold of Christmas. At this time, in shops, you can not only skimp on the promotion, but also take part in various contests and get a souvenir or sweets as a gift.

In South Korea, it is customary to give Christmas cards. They differ somewhat from Western European or American images and price, but they are also beautiful and original. In addition to the New Year theme, postcards often depict beautiful places in Korea in winter.

As in the whole world, children are most happy with gifts, although adults also necessarily exchange presents, getting genuine pleasure from it.

Additional information you may need

For official institutions, museums and monuments, there is a winter and summer work schedule, respectively November - February (sometimes March) and March - October. This is done in order to save electricity during the cold and dark months.

The monetary unit is Won. It is indicated by the Latin letters W, KRW (ISO-Code). Banknotes in denominations of 50, 000, 10,000, 5,000 and 1,000 won are in circulation, and coins in denominations of 500, 100, 50, 10, 5 and 1 won (coins in denominations of 5 and 1 won are currently practically not used).

Currency exchange can be made at banks and official exchange offices, as well as hotels and airports. Dollars in many stores and markets are used on a par with the local currency, but dollars are not accepted in department stores and large stores. The difference between the official and the market dollar exchange rate is insignificant.

Diners Club, Visa, American Express, MasterCard and Eurocard credit cards are accepted for payment in most hotels, restaurants and shops across the country. Foreign ATM cards in ATMs are serviced in a limited number. ATMs can be found at Seoul Subway stations, some convenience stores (LG25, Mini Stop, Buy the Way), hotels, and shopping malls. All products labelled "Tax-Free Shopping" are subject to a VAT refund if a foreigner leaves Korea within 3 months after purchase. By saving the receipt and presenting it at the Cash Refund Office at the airport, the bearer receives a VAT refund. Traveller's checks can only be sold in large cities and they must have coverage in US dollars.

The import and export of foreign and national currency are not limited. Cash amounts over \$10,000 when imported into the country are subject to declaration. Banks are open Mon-Fri from 09.30 to 16.30, on Sat from 09.30 to 13.30. People over the age of 20 are allowed to import duty-free 200 cigarettes, 50 cigars, or 250 g of tobacco into the country, and people over the age of 21 - 1 litre of alcoholic beverages. The duty-free import into the country of 57 ml of perfume, and gifts worth up to 400,000 won is allowed. All valuables, for example, jewellery, expensive watches, photographic equipment, furs, and expensive foreign-made items, must be declared upon importation into the country. It is prohibited to import: coins, firearms, explosives, drugs, fruits, hay, plant seeds, printed publications of subversive content, films, and audio and video products from communist countries. If any items prohibited for import were seized from you when entering South Korea, you can get them back when returning home based on a document that will be issued upon withdrawal.

The export of precious metals and antiques is prohibited without a special permit. Flammable items, aerosols, hairspray, lighter gas and stabbing objects should be packed in luggage, as they will not be allowed on the plane in hand luggage.

Business titles and their Korean equivalents

회장 HuiJang (Chairman / CEO)

사장 SaJang (President / COO)

전무 JeonMoo (Executive Vice President / CFO)

상무 SangMoo (Vice President)

이사 EeSsa (Director)

고문 Go-moon (Advising Director)

수석 부장 Soo-seok Bu-jang (Chief General Manager)

수석부장 SooSeok BooJang (Department Head)

실장 ShiJang (Department Head)

부장 BooJang (Team Leader / Head Manager / Senior Manager)

차장 ChaJag (Deputy Team Leader / Senior Manager)

과장 KwaJang (Manager)

대리 DaeRi (Assistant Manager)

주임 Joo-Im (Senior Staff / Assistant Manager)

사원 Sawon (Regular Staff / Assistant / Officer)

신입사원 Shinip Sawon (New Graduate Employee)

Other Positions

반장 Ban-jang ((Field) Foreman / Squad Leader)

조장 Jo-jang ((Field) Leader / Group Leader / Junior
Mechanic)

판매사원 Pan-mae Sa-won (Sales Clerk)

비서 Bi-seo (Secretary)

운전기사 Woon-jeon-gi-sa (Driver)

용역 Yong-yeok (Hired Services)

Chapter 8: Appendices

Chambers of Commerce and Industry in South Korea

<p>Seoul Chamber 45, Namdaemunno 4-ga, Jung-gu, Seoul 100-743 www.korcham.net Tel: 82-2-6050-3114</p>	<p>Busan Chamber 24 Hwangnyeong-daero, Busanjin-gu, Busan http://www.bcci.or.kr/ Tel: +82 51-990-7000</p>
<p>Ulsan Chamber 97 Dotjil-ro, Nam-gu, Ulsan http://ulsan.korcham.net/ Tel: +82 52-228-3000</p>	<p>Daejeon Chamber 1133 Dunsan 2(i)-dong, Seo-gu, Daejeon http://daejeoncci.korcham.net/ Tel: +82 42-480-3054</p>
<p>Ansan Chamber 519-1 Gojan 1(il)-dong, Danwon-gu, Ansan-si, Gyeonggi-do http://ansancci.korcham.net/ Tel: +82 31-410-3030</p>	<p>Incheon Chamber 46 Eunbong-ro 60beon-gil, Namdong-gu, Incheon http://incheon.korcham.net/ Tel: +82 32-810-2800</p>
<p>Seongnam Chamber Gyeonggi-do, Seongnam-si, Bundang-gu, Imae-dong, Yanghyeon-ro, 164 KR상공회의소 http://www.sncci.net/</p>	<p>Kimpo Chamber 125-2 Gamam-ro, Gimpo-si, Gyeonggi-do https://gimpocci.net/ Tel: +82 31-983-6655</p>

Tel: +82 31-781-7901	
Sokcho Chamber 482-62 Cheonghak-dong, Sokcho-si, Gangwon-do http://sokchocci.korcham.net / Tel: +82 33-633-2564	Yeosu Chamber 962-12 Jwasuyeong-ro, Yeosu-si, Jeollanam-do http://yeosucci.korcham.net / Tel: +82 61-641-4001
Gunsan Chamber 4 Naehang 1-gil, Gunsan-si, Jeollabuk-do http://gunsancci.korcham.net / Tel: +82 63-453-8601	Yangsan Chamber Gyeongsangnam-do, Yangsan-si, 중앙로 198 http://yangsancci.korcham.net/ / Tel: +82 55-386-4001

Business Organisations

Korea Importers Association KOIMA Bldg. 169, Bangbae-ro, Seocho-gu, Seoul https://koima.or.kr/ Tel: +82-2-583-1234	Electronic Industries Association of Korea 648, Yeoksam-dong, Gangnam-gu https://www.tsnn.com/ Tel: (82-2)553-8725/553-0
Federation of Korea Industries	Korea Agriculture & Fisheries Food Trade

<p>FKI Tower, 24, Yeoui-daero Yeongdeungpo-gu, Seoul 150-881 http://www.fki.or.kr/ Tel: +82-2-3771-0114</p>	<p>Association 227, Munhwa-ro, Naju-si, Jeollanam-do https://www.at.or.kr/ Tel: +82-61-931-1114</p>
<p>Korean Association of Machinery Industry (KOAMI) 37, Eunhaeng-ro, Yeongdeungpo-gu, Seoul https://www.koami.or.kr/ Tel: +82-2-369-8600</p>	<p>Korea Auto Industries Cooperative Association (KAICA) 9-22, Seocho-daero 62-gil, Seocho-gu, Seoul https://kaica.or.kr/ Email: kaica@kaica.or.kr</p>
<p>Korea Development Institute 263 Geumnam-myeon, Yeongi-gun, Chungcheongnam-do https://www.kdi.re.kr/ Tel: +82 44-550-4114</p>	<p>Korea Department Stores Association Rm. 615. KCC Bldg., 45, Namdaemunno 4-ga, Chung-gu, Seoul Tel: +82-2-958-4114</p>
<p>Korea Electrical Manufacturers Association 983-6, Bangbae-dong, Seocho-gu, Seoul https://www.koema.or.kr/ Tel: +82-2-581-8605</p>	<p>Korea Federation of Banks 19 Myeongdong 11-gil, Jung-gu, Seoul http://www.kfb.or.kr/ Tel: +82 2-3705-5000</p>
<p>Korea Foreign</p>	<p>Korean Venture</p>

<p>Company Association 7 Heolleung-ro, Seocho-gu, Seoul http://forca.org/ Tel: +82 2-3462-050</p>	<p>Capital Association (KVCA) 16 seocho-daero 45-gil, Seocho-gu, Seoul http://www.kvca.or.kr/ Tel : +82-2-2156-2141</p>
<p>Korea Institute of Design Promotion 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, 1349 https://eng.kidp.or.kr/ Tel: +82-31-780-2154</p>	<p>Korea International Trade Association 511, Yeongdongdae-ro, Gangnam-gu, Seoul http://kita.org/ Tel: +82-2-6000-0114,5114</p>
<p>Korea Marketing Association 163 Seoulsiripdae-ro, Dongdaemun-gu, Seoul 02504 https://kma.re.kr/ Tel: (02)6490-2260</p>	<p>Korea Standards Association-Quality Assurance Woorim Lions Valley, Building B, 168, Gasan digital 1-ro, Geumcheon-gu, Seoul https://kfq.or.kr/ Tel: 02-2025-9000-9002</p>
<p>YULCHON Law Firm 518 Teheran-ro, Daechi-dong, Gangnam-gu, Seoul, 135-713 www.yulchon.com Tel: +82-2-528-5656</p>	<p>Lotte International Co., Ltd. 302, Yeongdong-daero, Gangnam-gu, Seoul www.lotte.co.kr Tel: + 82-2 -3459-9600</p>
<p>TESCO Korea</p>	<p>SHINSEGAE CORPORATION</p>

701-2, Yeoksam-dong, Gangnam-gu, Seoul www.homeplus.co.kr Tel: +82-2-3459-8000	467-17 Dogok-dong, Gangnam-gu, Seoul www.shinsegae.com Tel: +82-2-2191-1234
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Governmental Bodies

Ministry of Agriculture & Forestry http://www.maf.go.kr Tel: +82-2-503-7200	Ministry of Commerce, Industry and Energy http://english.mocie.go.kr/index.jsp Tel: +82-2-2110-5291
Ministry of Fincance and Economy http://english.mofe.go.kr/ Tel: +82-2-2100-2348	Ministry of Information and Communication http://www.mic.go.kr/index.jsp Tel: +82-2-7502114
Ministry of Science & Technology http://www.mic.go.kr/index.jsp Tel: +82-2-750-2114	Ministry of Foreign Affairs and Trade http://www.mofat.go.kr/me.index.jsp Tel: +82-2-3703-4114

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